

CONSUMERS UNION *Reports*

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Acid, Alkalizers & Indigestion

The advertisers have confused their relationship. Just what does "acid stomach" mean? What part does it play in indigestion? What is the effect of an alkalizer on it? Just how much good does an alkalizer do you? See page 10.

Test Results on COCOA
AUTO HEATERS
RAZORS
INFANT FOODS
SNOWSUITS

CONSUMERS UNION OF UNITED STATES, INC.

55 Vandam St.  New York City

Contents for November 1938

CU's ratings of products are based on both quality and price. A product rated "Also Acceptable" may be of higher quality than one rated "Best Buy" but the "Best Buy" will normally give greater return per dollar. In most cases a product rated "Not Acceptable" is judged not worth buying at any price, because of inferior quality or because it is potentially harmful. Products rated "Not Acceptable" for more specific reasons are so noted.

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Consumers Union's own technicians conduct many of its tests and investigations on which ratings are based. The greater part of the testing, however, is done by consultants—more than 200 specialists selected for their competence and freedom from commercial bias—in university, governmental and private laboratories.

Samples for test are in almost all cases bought on the open market. Whenever time and the nature of the product allow, testing is done by actual use trials as well as by laboratory analyses.

Supplementary labor reports are published regularly. Entirely independent of the technical reports, these do not affect ratings.

CONSUMERS UNION publishes two monthly editions of the *Reports*—full and limited. The full edition contains reports on many higher-priced products not carried in the limited.

Members receive also an annual *Buying Guide* (full or limited)—a compact booklet designed for quick reference in shopping.

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All members have the right to vote on candidates for the Board of Directors and on resolutions on policy at the annual meetings.

The Consumer Reporter

● We now know what to expect if we goad the patent-medicine boys too far. Dr. Morton L. Biskind, editor of *Drug and Therapeutic Survey*, has called our attention to two preparations—both high-powered cathartics—listed on page 3 of the Upjohn Co.'s 1937 catalogue:

"Anti-C-U Pill"

"Anti-C-U (without strychnine) Pill"

Depending, apparently, on just how far we go!

● Fact (as reported in the newspapers): Mrs. Marion Bricker's newly born infant died in Philadelphia on October 23 under circumstances which the police blotter described this way:

"Woman was out of funds hence unattended delivery. Nothing suspicious."

Police Sergeant Edwin Johnson, who made the entry, explained that he had telephoned "half a dozen" physicians but that "none of them was willing to go out that time of day on a charity case."

Fancy (from a speech of Dr. Irvin Abell, president of the A.M.A., before the National Health Conference last July): "The medical profession . . . stands ready at all times to give of its utmost . . . in extending the benefits of its knowledge to those who require them."

"... There can be no acceptance by the medical profession of any system of medical care which is based on the idea that the well-to-do shall receive one quality of medical care while the farmer, the laborer, and the white collar worker are to be placated with a wider distribution of an inferior medical service."

● Up-to-date, streamlined advertisements will feature the kiss this season. Our information comes straight from *Advertising and Selling*, which notes that "already *White Owl*, *Listerine*, *Wildroot*, *Mum*, *Lux Toilet Soap*, *Sir Walter Raleigh Smoking Tobacco* and *Lavena* (to name but a few) are featuring either the Kiss Complete or the Kiss Modified in their advertisements." This, you will agree, makes a nice beginning. But, as the magazine points out, there are also "such possibilities as the Dentifrice Kiss, the Mayonnaise Kiss, the Shaving Cream Kiss, the Soft Drink Kiss, and of course the Candy Kiss." Not to mention the Cod-Liver Oil Kiss.

"Osculation," the magazine observes further, "is something of a universal language—and consumer language, at that. And plenty of us [advertising men—Ed.] can still learn a thing or two about the importance of talking 'you' instead of 'we' to the still-highly-emotional-if-not-always-literate public." Literate? Well, what could the advertising men expect of a public brought up on a diet of advertising?

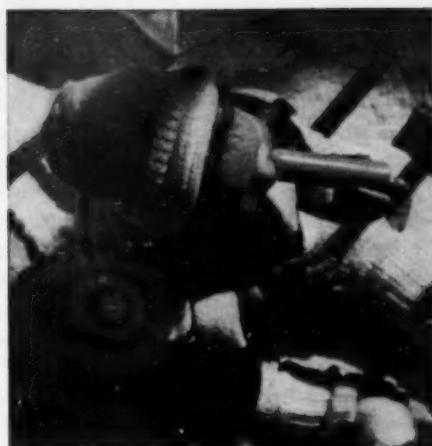
● When advertisers fall out, as the homely saying goes, consumers are apt to hear some plain facts. And so you will be glad to know that the *Saraka* laxative people have undertaken—all in the interests of good business—to expose the dangers inherent in the use of bran as a laxative. (CU exposed them a long time ago—adv.) We only hope that the bran people respond with a spirited and factual counter-exposé of the dangers of laxatives. (CU exposed them a long time ago—adv.)

● A "wriggle meter" is a gadget which purports to check the number of twitches per hour of slumber, and it is now being offered to a waiting world by Cotton-Textile, Inc. We tell you this so that you won't be unduly surprised when you read, in a few weeks, that you can thrash around all night and run up a terrific wriggle meter score, all without the faintest wear to the superlative sheets sold by Cotton-Textile, Inc.

● Weighty matters were discussed at the convention of the National Wholesale Druggists Association a few weeks ago. According to *Drug Trade News*, Miss Mary Pickford (who is now in the cosmetic business) spoke interestingly for 10 minutes on a variety of subjects "including Peace and War." On the subject of Peace, this scholarly journal relates, "she discussed the value of cosmetics in adding to the attractiveness of all women when judiciously used. . . ."

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After Milk— What?

Strained foods, for one thing. You can buy them or prepare them at home, and either has its advantages and its disadvantages. Flavor ratings of 7 prepared brands are included here



CU would be the last to deny that mothers can save themselves wear and tear, and hot hours over a kitchen stove, by buying their infant foods strained, in cans. But it is necessary to point out the reverse side of the picture. For mothers can save considerable wear and tear on their pocket-books by cooking the vegetables at home and putting them through a strainer.

As the accompanying table shows, the cost of prepared foods may run up to four times as much as that of fresh vegetables bought in season and prepared at home.

Home preparation, moreover, need not be quite the chore which many mothers make of it. A considerable saving of labor can, for example, be effected simply by preparing food for the baby and the rest of the family at the same time. Although their meals probably come at different hours, the family will not suffer too much if one of the vegetables for dinner is kept in the refrigerator after preparation and rewarmed before serving.

In the opinion of some pediatricians (child specialists) there are objections other than that of cost to the use of the commercial strained foods.

One is based on the very factor that manufacturers play up most in their advertising—the fineness with which these foods are divided. More than a few pediatricians currently feel that there is no necessity for such excessive refinement; they feel, further, that the sooner the baby passes from strained to chopped foods, the

better. On the other side, there are specialists who believe that very finely divided foods are easier to digest and assimilate.

FROM taste tests, CU's consultants discovered that many of the infant foods have a flavor only faintly resembling that of freshly cooked vegetables—more often than not, they are rather repulsive to an adult. This is

doubtless due partly to the absence of salt, but may sometimes be traced to contamination of the food at some stage in its preparation, to poor raw material or improper processing.

The importance of flavor with respect to the formation of good food habits is speculative. According to some authorities a baby who learns to associate peas, for instance, with a disagreeable tasting pulp may grow up with a repugnance for that valuable vegetable. Others insist that the tastes of infants are probably undeveloped, and certainly not discriminating; that strained foods are eaten too early in life to have any effect on subsequent food habits.

The nutritional value of canned strained vegetables may be lower in certain respects than fresh or unstrained canned vegetables. Vitamin C is most likely to be affected. Most infants, however, receive enough vitamin C in their orange juice or tomato juice.

Some weight, though probably not too much, should be attached to the possibility of metallic contamination. Tests of infant foods from cans enamelled inside showed no metallic flavor. But some brands have the tin in direct contact with the food, and of these several showed corrosion of the metal, with the food possessing a distinct metallic off-flavor. The amount of tin present in canned foods is probably harmless to adults; whether it is injurious to infants has not yet been definitely determined, but the likelihood is that there is no danger.

A Cost Comparison

... of prepared strained infant foods, fresh foods cooked and strained at home, and canned foods strained at home.

The price of the strained infant foods as given below is the average price found—three 4½-oz. cans for 25¢. The cost of fresh foods is based on New York "in season" prices during the past year. Allowance was made for waste in cleaning and straining, but none for time spent or for cost of gas (if these foods are cooked with the food of the rest of the family, the cost is negligible).

The prices given for unstrained canned goods are based on those of canned goods rated Grade A by the U. S. Dep't of Agriculture. Allowance was made for the liquids in which the products are packed.

COST IN ¢ PER 4½-OZ. PORTION (APPROX.)

	Strained Canned	Fresh (In Season)	Unstrained Canned
Beets	8	2	5.5
Carrots	8	2	1
Peas	8	6.5	7.9
Spinach	8	2	5.3
String Beans	8	2	8.7
Tomatoes	8	2	3.0 ²
Applesauce	8	1.5	2.0
Apricots	8	3	6.4
Prunes	8	3	4.2

¹ Not available canned.

² Tomato juice.



"HUNGER IS THE BEST SAUCE"

. . . and, with some commercial brands, the only one

IF you do decide to prepare the baby's food at home, here are some items to remember:

Green leafy vegetables, such as spinach, lose vitamin C rapidly and vitamin A slowly when they are stored at room temperature or higher. You can minimize vitamin C losses by storing the food in the coldest part of the refrigerator and by storing it whole rather than chopped. To reduce vitamin A loss, keep vegetables moist during storage. The shorter the period between picking and preparation of vegetables the greater will be their vitamin value. It is for this reason—and because of lower cost—that vegetables should be bought in season and kept in the refrigerator as briefly as possible.

Since many of the minerals and some of the vitamins in vegetables are soluble, use as little water as possible in cooking them. Bland vegetables, such as carrots and beets, should be steamed; others can be boiled in a small amount of water in a closed vessel. Bringing the water to a boil before putting in the vegetables will greatly reduce the loss of vitamin C. Cooking longer than necessary to make the foods tender results in a loss of vitamins, flavor and color.

Do not discard water that remains after cooking. If the amount is small, add it to the vegetable pulp. If there is a larger amount, it may be strained off and fed to the infant instead of

water, or boiled down and added to the pulp.

Various devices are now sold which make sieving much easier than it used to be. The collander type is preferable to the sieve type since, with the latter, there is the possibility that

small bits of wire may get into the food.

Do not continue sieving longer than necessary. It is important, of course, that solid foods be finely divided when they are first given, but it is equally important that the food become increasingly coarse in the following months. Children fed sieved foods beyond the required period may later show a resistance to eating the coarser foods.

Doctors recommend that coarse foods be introduced gradually. One plan is to start by mixing a small percentage of chopped vegetables with the strained, then gradually to increase the proportion of chopped food, until no strained food remains in the child's diet at all.

THE age at which fruits and vegetables should be added to your baby's diet should be determined by a pediatrician—either your private physician or one associated with one of the baby clinics. (Mothers who live in a community where no clinic is accessible and who cannot afford adequate medical advice, may find helpful guidance in "Infant Care" and

A Flavor Comparison

The listings in the table below are based on tests for flavor only. They were made by a food grader in the U. S. Dep't of Agriculture, and as far as possible, the factor of added seasoning has been eliminated. Although the ratings do not in themselves constitute recommendations, it is advised that those listed as "Poor" be avoided, because of the possibility of contamination, poor handling or inferior ingredients.

	PEAS	SPINACH	GREEN BEANS	BEETS	TOMATOES	CARROTS	APPLES	APRICOTS	PRUNES
Beech-Nut (Beech-Nut Pack. Co.)..	Fair	Good	Poor	Good	Fair	Good	Good	Good
Macy's (R. H. Macy & Co.).....	Good	Fair	Poor	Good	Fair	Excellent	Excellent	Good	Excellent
Stokely's (Stokely Bros. & Co.)	Good	Fair	Good
Larsen's (The Larsen Co.).....	Excellent	Poor	Fair	Poor	Fair	Poor	Good
Heinz H. J. Heinz Co.).....	Good	Good	Good	Good	Excellent	Good
Gerber's (Gerber Products)..	Excellent	Good	Fair	Poor	Fair	Fair	Excellent
Clapp's (Harold H. Clapp Co.)..	Excellent	Fair	Good	Fair	Poor	Good	Good	Good

"The Child from One to Six," two booklets which may be obtained free from the Children's Bureau, Washington, D. C.)

Some pediatricians recommend that vegetables and fruits be given as early as the third month. All agree that their use should be started much sooner than used to be the custom, when babies were kept on a liquid diet until their seventh or eighth month. Feeding of fruits and vegetables at an early age cuts down the possibility of food dislikes when the child is older; accustoms him to solid foods; adds bulk to the diet; and—most important of all—materially increases the child's mineral and vitamin intake.

Milk, whether breast or cow's milk, does not supply a sufficient amount of some minerals and vitamins to meet infant needs. It is, for example, deficient in iron. And recent research indicates that the iron reserve which a baby has at birth may be depleted before the sixth month. A slight degree of anemia among infants (due to lack of iron), according to the same research, is more prevalent than has been generally recognized.

SINCE the iron in a diet lacking in fruits and vegetables is below the optimum level, it is important that these—and other iron-bearing foods such as egg yolk and liver—be added. The iron in the latter foods is more effectively utilized than that in fruits and vegetables. In spinach the iron is utilized only to the extent of 15% to 20%, although absorption is more efficient with such vegetables as peas, beans and lentils.

Babies get generous amounts of vitamin A from both milk and cod-liver oil but fruits and vegetables make a valuable addition to the diet—one of special importance in the case of children who cannot tolerate cod-liver oil. And more vitamin B is needed than is furnished by milk (the only available source, if refined cereals are used). It appears that very little vitamin B is lost in canning, but it is not yet known whether "homogenization" (very fine straining) has any further effect.

When certain vegetables are out of season or when there is no time for cooking, a good grade of ordinary canned food may be strained. It will be found considerably cheaper than the special baby products.

November, 1938

The Anti-Freeze Problem

*Prestone is the best if you can make the cash outlay;
denatured alcohol if you can't. Beware of methanol*

IF you can afford it and if the radiator of your car is leakproof, ethylene glycol, widely sold under the brand name of *Eveready Prestone*, probably is the best anti-freeze. It has the great advantage of a boiling point so high that one filling will usually last all Winter.

But *Prestone* comes high—\$2.95 a gallon. You may, therefore, prefer plain alcohol (denatured ethyl or grain), which costs less than a third as much. It evaporates rapidly and your supply will have to be periodically checked with a hydrometer; but even if you need several replenishments your bill for the season will generally be less than it would be for *Prestone*.

In cars equipped with hot-water heaters, however, alcohol is less satisfactory. For in cold weather the capacity of the heater may be adequate only at water temperatures so high as to cause rapid evaporation of the alcohol. Cooling system thermostats on most cars are set to open at about 140°F, too low for maximum motor efficiency in the Winter and for satisfactory performance of hot-water heaters. If not adjustable they should be replaced with a thermostat that will open at temperatures depending upon the type of anti-freeze used.

For *Prestone* (ethylene glycol) the thermostat should be set to open at a temperature not above 170°F. When correctly adjusted for alcohol, the thermostat should open at a point not above 155°F. Naturally, by using *Prestone* and adjusting the thermostat to a higher temperature, it will be possible to obtain a higher output from the heater and somewhat greater engine efficiency.

Devices intended to reduce the evaporation loss of alcohol are available but are not recommended. One of the leading brands is *Alkosave*. It attaches to the overflow pipe of your radiator and—theoretically—keeps it

sealed below a certain pressure. Unfortunately, the likelihood of its getting out of order, with consequent damage to your car, is considerable. "Evaporation retarders"—oily liquids added to the alcohol—will reduce evaporation slightly and should not add appreciably to cost. You can add your own by pouring a thin layer of motor oil on top of the radiator liquid.

ALTHOUGH its use as anti-freeze seems to be increasing, methanol (methyl or wood alcohol) should not under any circumstances be put into your radiator. In high concentration its vapor may cause blindness or death. And although the vapor inside the car is not ordinarily concentrated enough for these extreme effects, CU believes that it may be sometimes sufficient to cause less severe poisoning symptoms. In any case, the risk is quite unnecessary.

The Du Pont company is preparing to promote *Zerone*, a methanol product, for Summer as well as Winter use. The company's claim is that *Zerone* ensures cooler engine operation and rust prevention.¹ The wise motorist will cheerfully give up these advantages for the pleasure of breathing air uncontaminated by poisonous and ill-smelling methanol vapors, which will be worse, if anything, in Summer than in Winter.

Since the wholesale price of glycerine has dropped it will probably figure more largely as an anti-freeze this Winter. It does not evaporate. But because of its high viscosity, it may impede circulation and should be mixed with water outside the radiator before use. In old cars, especially, both glycerine and ethylene glycol may loosen any coating of scale or grease,

¹ Anti-freeze liquids will not rust your car more than ordinary water, but if the radiator rusts rapidly in any case it's a good idea to include a rust preventive in the anti-freeze. It shouldn't increase the price appreciably.

uncovering cracks and clogging up narrow passages.

The motorist will be well advised to avoid, as an anti-freeze mixture, salt solution, honey, kerosene or fuel oil. Any one of them is quite likely to damage the cooling system.

Before adding anti-freeze be sure to clean the radiator and check the cooling system carefully for leaks. Rubber hose connections and other exposed rubber parts in the cooling system should be tightened not only before, but a few days after, anti-freeze is added. (See *CU Reports*, November 1937, and the 1938 *Buying Guide* for further instructions.)

MOST of the brands listed below were tested in 1937, but the manufacturers have been given an opportunity to state changes made since then.

Best Buys

Ethylene Glycol

Can be conveniently purchased at retail only as the following:

Eveready Prestone (Carbide & Carbon Chemicals Corp., NYC). \$2.95 a gal. Ethylene glycol with added rust inhibitor.

Denatured Ethyl Alcohol

Anti-freeze solutions which are mainly ethyl alcohol are "Best Buys" for cars having cooling systems not readily made leakproof.

Super Thermo (Publicker Commercial Alcohol Co., Philadelphia). 20¢ a qt. Contained an evaporation retarder.

Also Acceptable

Super Pyro (U. S. Industrial Alcohol Co., NYC). 25¢ a qt. Denatured alcohol. Contained an evaporation retarder.

Thermo Royal (Publicker Co.). 25¢ a qt. Denatured ethyl alcohol. Contained an evaporation retarder.

Super Duratex (Publicker Co.). 16¢ a qt. in gal. lots. Denatured alcohol. No evaporation retarder.

***Blue-Flo** (Carbide & Carbon Chemicals Corp., NYC). 80¢ a qt. Denatured ethyl alcohol.

Duratex (Endurance Products Co., NYC). 19¢ a qt. in gal. lots. "Alcohol-Glycerine" on label misleading since preparation contained lit-

tle glycerine. Mainly denatured ethyl alcohol. No evaporation retarder.

***Five Star** (E. I. du Pont de Nemours & Co., Wilmington, Del.). 25¢ a qt. Denatured alcohol with corrosion inhibitor.

Ward's Non-Evaporating (Montgomery Ward.) 59¢ a qt. (\$2.19 a gal.) plus postage. A mixture of anti-freeze liquids.

Sears' Super Service (Sears-Roebuck). 58¢ a qt. (\$2.17 a gal.) plus postage. A mixture of anti-freeze liquids.

Not Acceptable

Methanol and anti-freezes consisting principally of it:

Blo-zero (Guardian Products Co.). About 50% methanol.

Flotex (Windsor-Lloyd Products, Inc.). Methanol.

***Ford Anti-Freeze** (Ford Motor Co.). Partly methanol.

***Genuine General Motors** (General Motors Corp.). Methanol.

***Koldpruf** (Cities Service Oil Co.). Methanol.

Methazone (Templar Products Co.). About 75% methanol.

Mobil Freezone (Socony-Vacuum Oil Co.). About 60% methanol.

Nor'way (Commercial Solvents Corp.). Methanol.

Winter-Flo (Carbide & Carbon Chemicals Corp.). Methanol.

Zerone (E. I. du Pont de Nemours & Co.). Methanol.

Brands marked (*) were tested by the North Dakota Regulatory Dep't in February 1938.

Wood Alcohol—Industrial Hazard

INASMUCH as 32 million of the 39 million gallons of anti-freeze sold in 1936¹ contained methanol (methyl or wood alcohol), it is clear that there are a great many people—workers employed in the methanol industries—who should know at least the basic facts concerning this substance and its effect on the human system. CU has consistently warned against its use by motorists, and repeats the warning in the preceding report on anti-freezes.

For the workers involved, the United States Government has issued a warning which must not be ignored. It is a leaflet headed "Occupational Diseases Cause Human Waste," and released by the Division of Labor Standards of the Dep't of Labor.

According to this warning, wood alcohol can to some degree be absorbed through the skin; it can also cause local skin inflammation. The chief danger, however, lies in breathing the fumes. If large amounts are absorbed rapidly the result is an acute or even fatal intoxication. And if not fatal, the intoxication may produce partial or total blindness.

Though cases of such intoxication are not rare, methanol workers are chiefly in danger of breathing small amounts of the fumes over a period of time. The small amounts accumulate, and the amount of injury depends on

how promptly the poisoning is detected. Symptoms are: irritation of the nose and throat, headache, dizziness, drowsiness, loss of consciousness, convulsions, mental disturbance, impaired eyesight, vomiting, chills, subnormal temperature and irregular heart action.

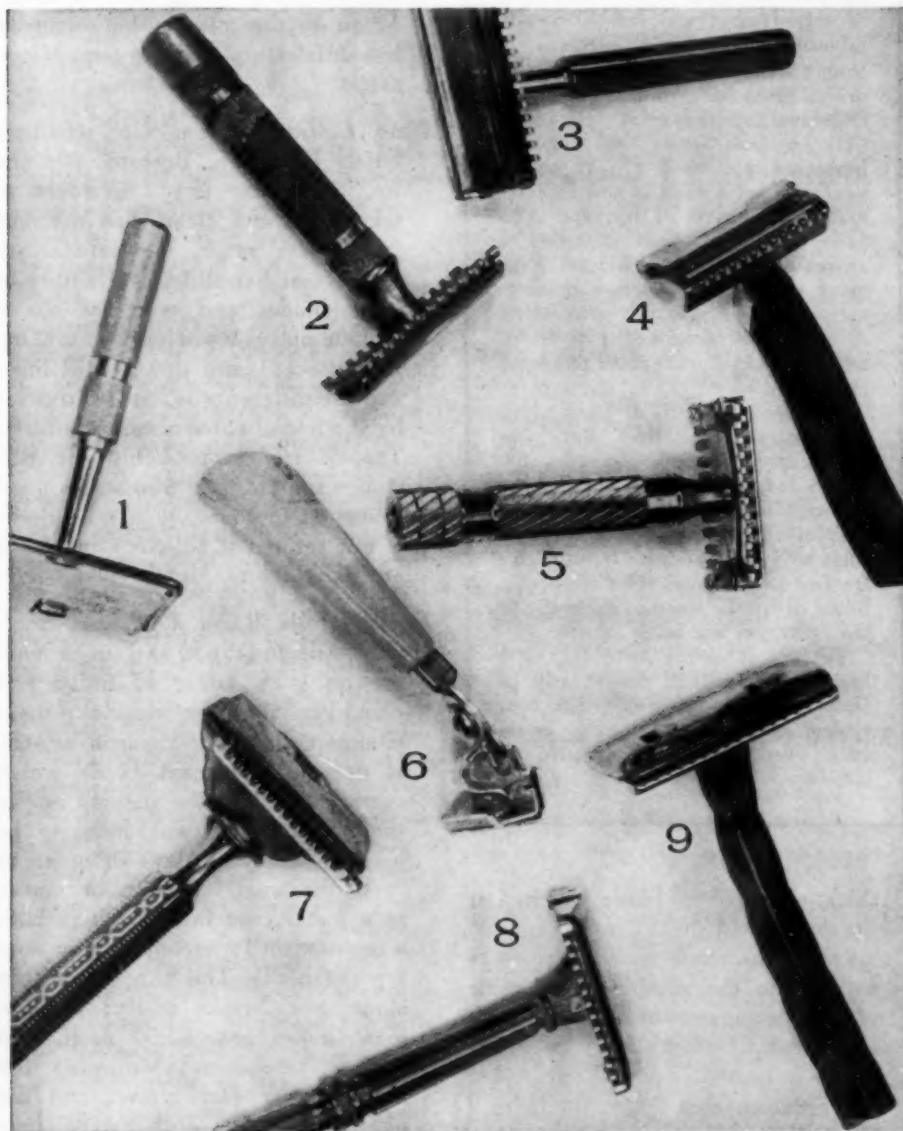
For workers the best protection against such poisoning is organized action. In any industry where the possibility of danger is present they should ask union officials to consult the management in order to insure good workroom ventilation, personal protective equipment, adequate medical supervision and regular expert tests of the amount of wood-alcohol fumes in the air of the plant. (200 parts of wood alcohol per million parts of air is the maximum safe concentration for prolonged exposure, according to the Dep't of Labor; many authorities state that it cannot safely be more than 100 parts.)

Unions whose employees are subject to the dangers inherent in handling wood alcohol are urged to refer to an excellent article on this subject in *Health and Hygiene*, December 1936.

¹ Exclusive of the large quantities produced by the Du Pont company, which does not release gallonage figures.

Razors for Your Blades

... are really a minor issue; the blades count most. So keep that in mind when you go to buy a razor. Herewith ratings of 8 brands



1) Rolls. 2) Gillette Three-Piece. 3) Valet Auto-Strop. 4) Enders. 5) Gillette One-Piece. 6) Schick. 7) Eveready. 8) Gem Micromatic. 9) Durham-Duplex.

THE dictum attributed to King C. Gillette—that the way for a young fellow to get ahead was to make something which would wear out fast and which as many people as possible could use—makes clear the relative importance of the razor and the razor blade. It's the blade that wears out. And it's from the sale of blades that the companies make the great bulk of

their profits. Often enough the razor itself is used simply as a come-on to get people to buy the blades.

The subservience of the razor to the blade is reflected in this report, based on CU's tests of eight brands of safety razors. Razors do have distinguishing characteristics, and the chief ones—ease of handling and closeness of the shaves they provide—are covered in

the ratings below. But the availability of satisfactory blades is obviously the first point to be scored for or against any razor.

In the ratings, therefore, each razor is considered in terms of its performance with the best blades generally available, and not necessarily with its manufacturer's own brand. Ratings are *not*, it should be noted, in order of merit; results are given simply in terms of the advantages and disadvantages of each brand.

Shaving Methods

ON the basis of the tests CU strongly advises that, before switching to another brand or type of razor, you check up on your present shaving practices. A change here may improve your shave more markedly than a change in either razor or blade.

Whenever possible, take time to wet your beard thoroughly with warm water. Wash your face with soap and water and follow this with two or three minutes of vigorous lathering. The application of a hot, wet washcloth or towel before lathering will make a considerable difference in the ease and closeness of shaving. And it may, as well, increase somewhat the life of your blade.

Almost as important as all this is the actual technique of shaving. The trick here is to draw the razor diagonally across your face in such a way as to give a partly slicing stroke. The same principle is embodied in slicing bread—you don't cut straight down, you draw the knife down and across in the same motion.

Once your shaving procedure has been standardized to give the best shaves of which your razor is capable, then you're in a position to try other razors with some assurance that you can take full advantage of any differences in performance they may offer. The *Schick Injector* razor, for example, was found by many members of CU's test shaving squad to be one of the most convenient. But blades for it, as noted in the listings, are not so durable as many others; and unless the face is well prepared the convenience of this razor will not be fully apparent.

In the final analysis, the choice of a razor must depend on the individual shaver, his beard, his skin and his shaving habits. If he demands an ab-

solite minimum of time for shaving, he will not, of course, find such razors as the *Rolls* or the *Valet Auto-Strop* so satisfactory as razors which require no stropping or preparation of the blade for use. If, on the other hand, he has the time and the inclination to master the technique of caring for a more permanent blade, he can secure satisfactory shaves from either of these—or, for that matter, from the old-fashioned straight razor.

Resharpener Devices

WITH relatively good blades available (e.g., for the *Gillette* razor) at a cost of a fraction of a cent a shave¹, the purchase of a blade sharpener seems advisable only for those who are really willing to spend the extra time and take the extra care that its use requires. There can be no question that many of these instruments end up as dust gatherers as soon as their novelty wears off.

CU has to date been unable to make the comprehensive tests necessary for an accurate report on the merits of the many resharpener devices offered the razor blade public.

Acceptable

(The order is alphabetical and has no other significance)

Durham-Duplex (Durham Duplex Razor Co., Jersey City, N. J.). 49¢ and up with 6 blades and case. "Hoe-type" model tested; may also be bought in a style like that of an old-fashioned barber's straight razor. Most of the shaving squad found it inconvenient. It differs from most safety razors in using a blade a little more than 2 inches long.

Durham-Duplex blades (5 for 40¢) gave better than average shaves; *Duro-Edge* blades (5 for 19¢ plus postage) sold by Montgomery Ward, were not quite so good.

Gem Micromatic (American Safety Razor Co., Gem Division, Brooklyn). 25¢ and up. Takes a relatively

¹ Far be it from CU to suggest that the present commercial blades are perfect; even the best of new blades could be greatly improved in initial sharpness and durability.

Report on Liquors

WHAT is a vintage wine? Did bootleg liquor go out with Prohibition? Does wine have to be imported to be good? How many of the rules dictating which liquor is to be served when and how are worth following? Can good cocktails be bought ready mixed? Will mixing drinks cause hangovers?

Because of the great interest in CU's special report on alcoholic beverages, published a year ago, a new enlarged edition is now in preparation. The text of last year's 72-page edition has been expanded to almost double its original length, and many new brands and new products not covered last year have been added. A section on simplified recipes for mixing drinks should prove of special interest.

The new report will tell you which are the current "Best Buys" in Scotch, rye, bourbon, gin, rum, imported and domestic wines, and other liquors. It will answer questions, such as those above, which are puzzling to liquor buyers. It will give the few fundamental rules of serving liquor that you need to follow, and the many you can safely ignore.

The report covers more than 300 brands, and will be ready early in December. It is being offered in convenient pocket size, for ready reference when buying. The price to members of CU will be 50¢.

thick, single-edged blade, notched at the ends, and held firmly against stops on the razor guard by prongs fitting into the notches. The result of this arrangement is a positive alignment of the blade edge. CU tests indicated somewhat closer shaves from this razor than from the *Gillette*-type razor using a thin double-edged blade, but also a slightly greater tendency to cut the face. Some shavers found this model somewhat inconvenient to use, especially when shaving under the nose.

For ratings of *Gem*-type blades see *CU Reports*, May 1938. Blade cost per shave will be about twice that for good double-edged *Gillette*-type blades.

Gem Old-Style (*Eveready* is essentially the same razor). 10¢. Uses the same blades as the *Gem Micromatic* above. It will also take

Eveready and *Metro* blades which have no notches. Blades are held in place by a spring forcing them against the guard. The action is not as positive as that of the *Micromatic* and the blade is not held so tightly at the center of the cutting edge. On the whole, this razor was found in the tests to be somewhat less satisfactory than the *Gem Micromatic*.

New Gillette Three-Piece (*Gillette Safety Razor Co.*, Boston). 20¢ and up. Somewhat less convenient to take apart and clean than the one-piece *Gem* razor, but satisfactory for ease of handling, availability of good blades and cost per shave. *Gillette* makes a one-piece razor, but its price (\$1 and up) is still high, and the difference is hardly justified by the added convenience it affords. The *Gillette* is probably the best choice for the man who wants good shaves at low cost.

For ratings of *Gillette*-type blades see *CU Reports*, March 1938.

Rolls (*Rolls Razor Co., Ltd.*, Sheffield, England). \$10 and up depending on such extras as finish and case. Probably the most expensive commercial safety razor available. It uses a permanent blade which costs \$2.50, and the makers advise the purchase of two blades to be used on alternate days in order to "rest the steel." The razor comes in a metal case into which is built a mechanism for stropping and honing the blade. The hone is of thin stone, and breaks easily; replacement hones cost \$1.50 each. The makers recommend stropping the blade before each shave, and the quality of shave obtained depends largely on the technique of stropping.

Even if properly stropped the *Rolls* will not give a better shave than the *Gillette* or *Gem* with a good blade; and overstropping or excessive honing will make it almost impossible to get a really satisfactory shave.

In view of the high first cost, the high probable upkeep cost and the amount of care required, the *Rolls* will hardly recommend itself to those who want a good shave at low cost or with little expenditure of time or effort.

Schick Injector (Magazine Repeating Razor Co., NYC). Currently sold for 60¢ with 8 blades and a tube of *Lifebuoy* shaving cream. Has a light head with very good balance; many members of the shaving squad found it the easiest to handle of all razors tested. Chief drawback is that the only blades available are those made by the manufacturer (a magazine of 20 for 75¢ or 12 for 50¢). Moreover, there is evidence that blades currently available as refills are inferior in durability, sharpness and uniformity to those supplied when the razor first appeared on the market.

A good blade of this brand will give very satisfactory shaves but the blade cost will be high compared with the *Gillette*-type. The razor is easy to take apart for cleaning and drying after use, and blades may be changed very quickly. Some users complain that if the small head is not rinsed frequently during shaving, the lather drops off.

Valet Auto-Strop (Auto-Strop Division, Gillette Safety Razor Co., Boston). \$1 with strop and 2 blades. Comes with a razor strop for conditioning the blade before each shave. Takes special blades generally available only in the *Valet* brand at 5¢ each.¹ The stropping mechanism built into the head of the razor makes it rather heavy and some shavers found it slightly inconvenient to use; others reported no difficulty. Blade cost per shave is high unless the stropping mechanism is used, but if the blade is stropped before each shave its life may be prolonged well beyond that of any of the relatively low-cost blades of other brands.

Not Acceptable

Enders (Durham Duplex Razor Co.). 50¢ with 6 blades and case. Requires special blades available only under the *Enders* name at 5 for 30¢. All blades tested gave poor shaves even when new and had a short life (average, one to two shaves).

¹ A *Cadet* blade for this razor is stocked by some Woolworth stores and may be worth trying. It was not tested because it is not regularly available.

November, 1938

The Cooperators Meet

A note on the 11th Biennial League Congress, and some figures on the cooperatives' growth

IN Kansas City last month delegates and visitors to the Eleventh Biennial Congress of the Cooperative League of the USA listened to reports on the organization's steady development during its 22 years of existence and made sweeping plans for its continued expansion.

Dr. James P. Warbasse, President of the League since it was organized (and re-elected last month), pictured to the 160 delegates how from small beginnings as a federation of consumer societies, the League has grown to include 1,770 local cooperatives and 965,000 members.

E. R. Bowen, General Secretary of the League, outlined an educational and publicity campaign for the consumers cooperatives of the country. Support of the principles of union organization and collective bargaining for all cooperative employees was read into the record.

In a special broadcast over an NBC hook-up, Murray D. Lincoln, Secretary of the Ohio Farm Bureau Cooperatives, told a nation-wide audience that "the Cooperative Congress

... is dramatizing the growing significance of the consumers cooperative movement in America. In the last year, the Federal Council of Churches and the National Catholic Rural Life Conference have both appointed special committees on cooperatives. The National Educational Association has recommended that the study of consumer cooperation be made an integral part of all public school and college curricula. The AFL and major unions in the CIO have urged action by their members as consumers in cooperatives. Governors of four States have endorsed the principles and objectives of the movement."

Total cooperative membership in the United States, according to recent figures of the Eastern Cooperative League, now includes 6,393,310 persons belonging to 17,632 organizations. Of these, 4,927 are commodity cooperatives. There are more than 12,000 service cooperatives, while five years ago, according to *Consumers Cooperatives*, there were only a few more than 2,000, the great bulk of which were credit unions.

Of the current service cooperatives, 6,700 are credit unions; 42 are burial cooperatives (of which there were 9 in 1933); 35 are housing cooperatives (of which there were 22 in 1933); 1,941 are farmers' mutual fire insurance companies (of which there were 3 in 1933). There are 3,728 telephone associations, 259 electrical supply associations (of which there were none in 1933).

According to this report, based on censuses taken by the Farm Credit Administration and the Bureau of Labor Statistics for the years 1936-1937, about half of the commodity cooperatives are in urban centers, about half in farm areas. Some 17% of the farmers in the country—or about one million members—are purchasing their supplies cooperatively. And they are purchasing enough to account for around \$400,000,000 worth of business a year. Cooperatives in the cities account for \$70,000,000 more.



GENERAL SEC'Y BOWEN
He outlined a campaign

Acid? Acid? Who's Got Acid?

The advertisers have almost everyone worked up about it. CU's Medical Consultant herewith gets at the facts in the case, with a warning to alkalizer addicts

by HAROLD AARON, M.D.

Among the best known of the dozens of alkalizers on the market are:

<i>Bisodol</i>	<i>Alka-Seltzer</i>	<i>Alkaline-Seltzer</i>	<i>Alka-Zane</i>
<i>Sal-Hepatica</i>	<i>Peptans</i>	<i>Al-Caroid</i>	<i>Citrocarbonates</i>
<i>Bromo-Seltzer</i>	<i>Cal-Bis-Ma</i>	<i>Papsomax</i>	<i>Tums</i>

The list above is composed of products which, either because of their composition or the claims made for them, may be considered as alkalizers. Some are not alkalizers in the true sense of the word; that is, their alkaline ingredients are present in negligible quantities, and only as a mask for other drugs in them. This class includes *Alka-Seltzer*, *Bromo-Seltzer*, *Sal-Hepatica* and others.

Most such products contain tartaric or citric acid as well as the alkali, and when added to water there is an interaction between the acid and alkali; that's what makes them bubble. The really active ingredients in these products are such varied drugs as acetanilid, aspirin, bromides, Glauber's salt, or bismuth compounds.

ACIDOSIS, "hyperacidity," "acid indigestion," "gastric acidity" and "acid skin" are bywords in current patent-medicine advertising. Acid-baiting of the public has been so successful that it is only necessary to mention the word to evoke an image of disease, corrosion and corruption.

And so alkalizing remedies for indigestion have become a rich source of revenue. Since indigestion is a common thing, many people feel that it does not require medical attention. They diagnose their ailment from the ads, and dose themselves accordingly. Even so, almost half of all patients who do seek medical care complain of indigestion.

With a varying number of these patients the indigestion may be associated with excess acid in the stomach. But even when the indigestion is associated with high acid secretion it has never been proved that the acid itself is responsible for the indigestion. And this is true despite the fact that such alkalizers as sodium bicarbonate do give a feeling of relief in many cases of stomach distress.

For more than a century it has been known that the normal stomach secretes hydrochloric acid and that this acid has a specific function in digestion. It helps digest food and it destroys bacteria that gain entrance to the stomach. Acid in the stomach is a sign of good gastric function and

good health and, for a conscientious physician, there would be no more reason to counteract "gastric acidity" (see *Sal-Hepatica* advertisements) than to remove a normal colon because of constipation. Both are helpful for good body function.

The development of better diagnostic procedures permitted a more refined examination of the stomach juices. It is now known that the amount of acid in the secretion varies

widely in different individuals and that perfect digestive health can be compatible with a high or low acid secretion. In fact, the variability of acid secretion is simply another expression of the variability in structure and function characteristic of all living things.

It has further been shown that the acid secretion varies a good deal in the same person, depending often on the kind and quantity of food or liquids taken. Alcohol, tobacco and spices can produce a temporary rise in acid; most important of all, it has been shown that emotional disturbances have a profound effect on the amount of acid juice secreted by the stomach.

THE trouble began when the erroneous assumption was made by some doctors that because a person's stomach contained a large amount of acid, any dyspeptic symptoms from which he happened to be suffering at the time were due to the acid.

"Sour stomach" and "heartburn" are among the commonest complaints of the dyspeptic but it has never been proved that these symptoms are caused simply by the presence of a high acid secretion. A high acid content of the stomach generally means either that it is normal for that person or that it is simply one manifestation of a digestive disorder. In other words, hyperacidity may be normal and not associated with any digestive disorder; or, if it is, it must usually be considered a symptom of some underlying disorder and not a disease in itself.

As a matter of fact, it is a common medical observation that many instances of dyspepsia are associated with a low or even total absence of acid in the stomach. "Heartburn," "sour stomach," gas and other symptoms, commonly assumed to be associated with an excess of gastric acid, may occur in people with a total absence of acid in the stomach. In pernicious anemia, for example, there is no acid and yet symptoms such as "sour stomach" or gas, commonly attributed to hyperacidity, may occur.

It has also been discovered that with increasing age, the amount of acid in the stomach becomes less so that by 60 about one in every four persons will show a complete lack of



WITH MILK...NOW!

Want an easy, pleasant way to help combat this winter's colds? Simply include a glass of fresh milk in your meals... and start now.

Milk offers two cold-fighting benefits. It aids the alkaline reserve and is a rich source of Vitamin A.

That's the anti-infective vitamin which helps you resist respiratory troubles. Your system will store Vitamin A, which means that the milk you drink today will benefit you months from now.

The Bureau of Milk Publicity, Albany.

THE STATE OF NEW YORK

EXHIBIT A

The State of New York should know better

acid in the stomach. In no case is it possible to determine the amount of acid in the stomach from the recital of symptoms.

If hyperacidity by itself does not cause indigestion, then why does sodium bicarbonate (baking soda) or an alkalizing powder relieve, even though only temporarily, "heartburn," "sour stomach" and other symptoms? There is no completely satisfactory explanation.

The relief may be due to the sedative effect of the alkali on the mucous membrane of the stomach, to smoother activity of the stomach muscles, or to the release of carbon dioxide and the satisfaction that many people get from belching. Whatever the explanation, it is generally agreed that in relatively few instances is the relief due mainly to any neutralization of the acid.

The effect of alkalizers on the stomach is similar to the effect of aspirin on fever. The temperature is reduced but the cause of the fever is not eliminated. And likewise the symptoms of indigestion (of which hyperacidity may be one) may be

temporarily relieved, but the cause of the indigestion is not eliminated.

SINCE alkalizers give only temporary relief and since "acid indigestion" is merely a symptom of an underlying disorder, the sensible way to treat indigestion is to discover the cause of the symptoms. It may be due to alcohol or to sensitivity to tobacco or to some particular food or drug or, as in most instances, to an emotional disturbance. There are a large number of dyspeptics, however, whose trouble is due to organic disease of the digestive tract (notably ulcer) or of other organs such as the gallbladder or the appendix. Disease of the heart or lungs may also cause digestive disorders. With increasing age the frequency of organic disease increases; after 40 it has been found that it is the cause of most cases of chronic indigestion.

Because of the serious nature of many instances of indigestion, a reliance on alkalizers may simply invite disaster. This is particularly true for older adults. The use of alkaline powders or tablets to relieve chronic dyspepsia and the delay in seeking medical advice has taken a high toll in human life and well-being. Alkalizers such as *Alka-Seltzer*, advertised for "Gas in Stomach," "Sour Stomach," "Heartburn" and "Flatulency" due to "Hyperacidity of the Stomach," give a false sense of security and frequently mask the symptoms of serious disorder. By what ingenuity of diagnosis it is possible to state that these symptoms are attributable to hyperacidity, only a patent-medicine advertiser knows. Far too often, alkalizer addicts turn out to have ulcers or even more serious organic disease. The exploitation and deception of the public in this respect is one of the many crimes chargeable against the patent-medicine industry.

Beyond giving a false sense of security, the taking of alkalizers sets up a hazard serious enough to have brought about a marked decline in the use of antacids such as sodium bicarbonate in medical practice. We refer to the hazard of alkalosis. The specter of acidosis is far less to be feared, even though there are no statistics available as to the number of people who have suffered from or succumbed to alkalosis.

The early symptoms of alkalosis may be mild and resemble just those symptoms of dyspepsia for which alkalizers are usually taken. The condition may pass entirely unrecognized even when medical attention is obtained. This is particularly true if the alkalies are taken with a restricted diet. Only when severe symptoms of poisoning appear is the diagnosis usually made and then it may be too late.

While the body normally possesses adequate defenses against an assault by acid or alkali, these defenses are sometimes impaired. If the kidneys are diseased, for example, an important bulwark against acidosis or alkalosis is lost. In fact it has been found that it is especially in people with diseased kidneys that alkalosis from indiscriminate use of alkalies is likely to occur.

WHEN YOU'RE ACIDY... LOW



Geyser, from Saratoga State Spa, is Nature's corrective

Naturally sparkling and rich in alkalines. A delicious drink—for everyday health and enjoyment. It bubbles with goodness. At stores generally, or phone COrtlandt 7-9800, ex. 7321

BOTTLED by the STATE of NEW YORK



CURES AT SARATOGA SPA

Open All Year

Write for booklet... Saratoga Spa, State Bldg., 80 Center St., N.Y.C.

EXHIBIT B

The State of New York should be ashamed

November, 1938

Acid?

Then you'll be interested in

ROGERS
PEET
SHOES

with

Alkalized
Innersoles

featured \$8.75
at.....

Sounds like a little thing to talk about—alkalized inner-soles, but wait 'til you try them!

You, too, will be telling your friends! How cool and smooth they feel! How they help eliminate foot burn!

EXHIBIT C

"... a little thing to talk about?"

—yes, very little

MANY doctors feel very strongly about the danger of alkalosis. Dr. Arthur F. Hurst, a renowned English physician, who has had a large experience in the treatment of digestive disorders, has stated in an article in *Practitioner* (October 1936):

"... I have seen patients who were thought to be dying from uremia [final stage of severe kidney disease], but were really suffering from severe alkalosis, and were saved by discontinuing the use of alkalies and by giving ammonium chloride [an acid drug] So prevalent is this condition that the possibility of alkali poisoning should be remembered whenever a patient who was not hitherto known to be suffering from renal [kidney] disease develops uremic symptoms I believe that more deaths must result from unrecognized poisoning with alkaline powders than from accidental poisoning with the barbiturates [sleeping drugs]." In a recent communication from Dr. Hurst to the writer, he states that he does not consider his statement in the least exaggerated.

While many doctors may not go quite so far as Dr. Hurst, all agree that dosing with alkaline remedies has passed the bounds of common sense and good health. Certainly any one with a history of a kidney ailment—and elderly people who frequently

have some degree of impairment of kidney function—should refrain from habitual dosing with alkalizers.

Because of the potential danger of alkalosis and other disadvantages in such alkalies as sodium bicarbonate, many doctors have given up their use over prolonged periods. But while prolonged, habitual dosing with alkalies presents a distinct hazard, occasional use is another matter. A pinch of baking soda is usually sufficient. And when added to $\frac{1}{2}$ glass of warm or hot water, its sedative effect on the stomach may be enhanced. Most alkalizers or antacids contain sodium bicarbonate and other alkaline salts.

For the occasional attack of dyspepsia due to alcohol, hurried eating or emotional stress, ordinary baking soda will work just as well as any of the patented remedies. Three ounces of *Bisodol* costs about 50¢, three ounces of baking soda costs about 1¢.

The addition of so-called enzymes such as diastase to alkalizers is just so much tosh. They have never been proved to have any value in treating disturbances of the digestive tract. If flavor is desired, 10 or 15 drops of essence of peppermint or 1 or 2 drops of oil of peppermint may be added to the water (*Tums*, in fact, consists largely of peppermint and chalk). If an effervescing drink is preferred, the

baking soda may be taken in seltzer water.

A CURRENTLY popular variant of the acid bogey is "acid skin." For this, milk of magnesia face creams and alkalizing inner-soled shoes, among other ingenious creations, are offered. The most that can be said for these flights of advertising fancy is that they will cause no serious harm.

It would be much more logical—and we offer this suggestion in a friendly spirit—to advertise acidifying creams and acidifying inner-soled shoes. It has been known for many years that the greater part of the normal skin is covered by a thin protective layer of slightly acid secretion known as the "acid-mantle." But certain regions of the body where evaporation of the secretions and sweat is hindered—the armpits, the genital and anal regions, the greater part of the soles and between the toes of the feet—the reaction of the skin is slightly alkaline. And it is believed that these sites, because of their alkaline reaction, furnish favorable conditions for the growth of bacteria.

Although no startling skin remedies have been developed as a result of this knowledge, it nevertheless destroys any shred of scientific pretence in claims for alkalizing creams and inner-soles.

The Labor Reporter

• Railroads, like ocean liners, are unfortunately beyond the scope of CU's laboratories. But some of the items that enter into their cost to the consumer can be analyzed with fair exactness. Take labor costs, for instance; or the cost of managerial irresponsibility. Last month's report by the President's Emergency Board threw considerable light on both.

The railroad emergency (that is, the most recent one) was created when railroad labor responded to a 15% wage cut, which was to have gone into effect at 12:01 A.M. October 1, with a national strike referendum that was carried by a more than 90% vote.

Fortunately, the law requires that in such a crisis an Emergency Board re-

view the issues and submit its conclusions to the President for action.

On October 29, the Emergency Board appointed by President Roosevelt recommended, on the basis of an exhaustive review of the facts presented by both the carriers and labor, that the railroads abandon their efforts to reduce wages. Few days thereafter the railroads announced that they would do so.

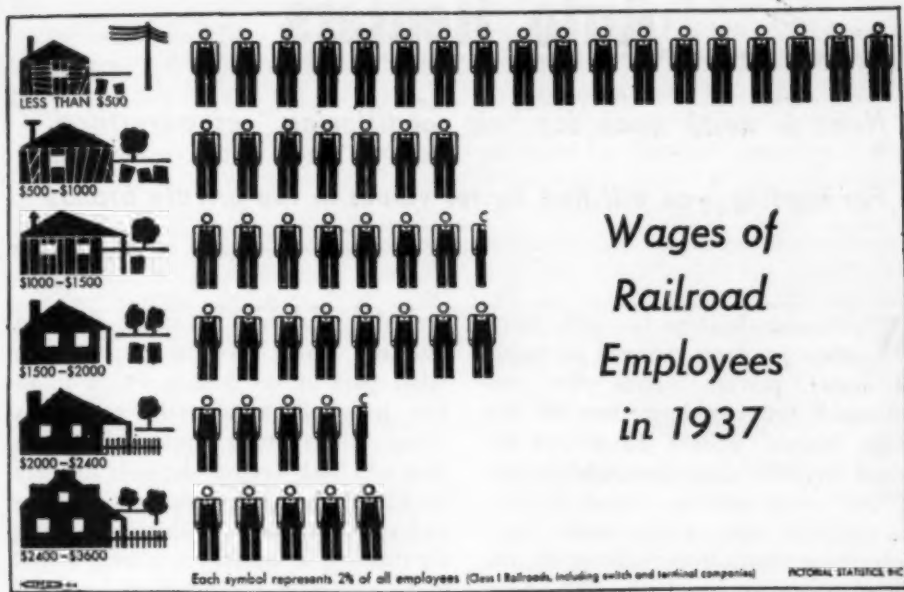
The carriers had contended that they were on the brink of disaster because they were paying the highest average wage in their history. Railroad labor insisted that the carriers' difficulties were due, not to "high" wages, but to excessive dividend payments, excessive fixed charges, over-

capitalization, general mismanagement and deliberate looting.

These contentions were documented by evidence which only lack of space prevents us from including in detail. We present one clear case in point, cited by the well-known economist, W. Jett Lauck:

On March 8, 1938, the Interstate Commerce Commission granted to the railroads general increases of freight rates which, together with minor increases granted in the previous Fall, were estimated to yield the carriers \$270,000,000 in additional revenue. The Commission granted the increase because of "increased labor costs" growing out of a 5¢ increase received by employees in 1937. Despite the

CONSUMERS UNION Reports



Interstate Commerce Commission's act, the carriers reduced their total payroll by laying off 35,000 additional workers. The additional revenue, whatever it actually came to, has apparently been quietly pocketed by the railroads—a contribution from their customers.

Of the merits on either side of the wage dispute, CU members can judge for themselves by studying the pictorial statistics reproduced on this page (compiled from sworn statements of the railways to the Railroad Retirement Board).

The outstanding fact—and one which should serve to quiet forever that hoary myth concerning the high wages of railroad labor—is that the actual average wage for all railroad employees in 1937 was \$1,115—less than \$95 a month!

An additional noteworthy fact, not included in the accompanying statistics, is that from 1920 to 1938 the average hourly compensation of railroad labor increased from 71.1¢ to 72.1¢—a total increase of 1¢ per hour in 18 years.

• The four-month lockout of members of the United Electrical, Radio and Machine Workers, CIO, by the Philadelphia Storage Battery Co., makers of *Philco* radios, ended in September, when 10,000 union workers voted to accept a compromise agreement.

With the men returning to work, union officials declared that the boycott against this company's products was withdrawn.

Under the 2½-year agreement signed with the company, the union won a virtual closed shop and exclusive bargaining rights. The pact provides for shop stewards, abolition of the unpopular incentive (bonus) system, increase of hours from 36 to 40, time and a half for overtime, and rehiring of employees from union rolls.

• The Simmons Co., manufacturer of *Beautyrest* mattresses, signed its first contract with a union in San Francisco in the middle of September. Five hundred employees were covered under the agreement obtained through the Steel Workers Organizing Committee, CIO.

• From the Executive Committee of the Federal Council of Churches of Christ, composed of 23 Protestant denominations with a membership of about 22,000,000, comes the following: "As citizens we should reaffirm our faith in democracy. . . . In the realm of industrial relations, the basic idea of democracy finds expression in the organization of labor for collective dealing with employers . . . there can be no genuine negotiation unless it be collective negotiation. . . . Labor, therefore, must be organized as a necessary factor in the extension of democratic processes in American life."

• The Bakers Union, AFL, of Cleveland, Ohio reports the beginning of anti-adulteration activities designed to protect consumers. It is striving to obtain passage of a law (patterned

after the Oregon Bakery Bill) which provides that employers violating State sanitation and public health laws will be guilty of violating their contracts with the union. Such a law would place the bakers in the position of acting as State inspectors who can maintain constant supervision over the manufacture of bakery products. Should any employer attempt to adulterate his product, or in any way seek to violate the health laws, the union men who mix the ingredients could immediately charge an infringement of the union contract.

The *Bakers Journal*, in reporting the above, states that frozen eggs are used in commercial baking and that often rotten frozen eggs are thrown into the batch. Another shady practice reported is the use of egg coloring, a coal tar product, instead of eggs.

• The Bakers Union asks the public not to buy *Oh Henry*, *Baby Ruth*, or *Butterfinger* bars made by the anti-union Curtis Candy Co., which operates one of the largest candy factories in the U. S. That unionization is needed in candy factories would seem to be clear from a survey of the N. Y. State Labor Dep't revealing that only 12% of women workers in the candy industry in New York State earn as much as \$1,000 a year.

Because of the low rates of pay in this industry, the Confectionery Wage Board in New York State has just recommended a minimum weekly wage of \$14 for a 40-hour week to be enforced under the State's minimum wage rulings affecting women and minors in industry.

• John E. Edgerton, former president of the National Manufacturers Association and now president of the Southern States Industrial Council, recently testified before the Joint Labor Committee of the House and Senate. He took the position that \$11 a week was a sufficient minimum wage rather than the \$16 under consideration. When asked what he thought a family could buy on that much a week, he stated that he considered such matters only through his "church and philanthropic" connections and not from the standpoint of an employer. Mr. Edgerton is a director in the "National Golden Rule Society" and the "International Save the Child Society."

Life Insurance

REQUESTS from members for information concerning CU's Life Insurance Advisory Service continue to come in. In response to these requests, we reprint below the schedule of fees for the service.

As pointed out previously, no member of CU's staff is equipped to advise on individual insurance problems. All requests for such information are therefore referred to CU's consultant, who is paid on a fee basis averaging about one-fifth of the lowest fees generally prevailing for insurance counsel. CU's consultant has no connection with any company or agency.

Since the series of articles which has appeared in the *Reports* was written to cover as many of the common insurance problems as possible, members are urged to consult them carefully before using the Advisory Service.

The fees:

General insurance counsel (what kind of policy to buy, comparisons of companies, etc.)	\$ 2.00
Specific recommendations and analyses (including advice on any necessary changes in the insurance program) of policies up to \$5,000	3.00
Over \$5,000 and up to \$10,000	5.00
Over \$10,000 and up to \$15,000	7.50
Over \$15,000 and up to \$20,000	10.00
Over \$20,000 and up to \$25,000	12.50
Over \$25,000	12.50
plus 50¢ per thousand for each \$1,000 additional.	

Fees are payable in advance. If policies are submitted for examination, they should be sent by registered mail, with postage enclosed for their return.

Members wishing this service should send for a special questionnaire, covering such information as the following (all information received from members is kept confidential):

- Present annual income.
- Vocation (exact duties).
- Number of dependents.
- Amount of outside investments; outside savings.
- Home rented or owned; amount of mortgage, if any.
- Loans other than insurance.
- Monthly income your family would require at your death.

Present state of health; date of last examination; details of any rejections you may have had.

Auto Heaters

None is worth much for "air conditioning," as advertised.

For heating, you will find better values in the private brands

WITH auto heaters (as with many other products covered in recent CU tests), private brands offer considerably better values than do the better known, widely advertised national brands. And fortunately some of the good private brand heaters are available on a national scale. Mail-order and chain-store heaters in the price ranges covered by CU's tests cost about 20% less for the same performance than do the widely advertised brands tested. The latter are not significantly better with respect to construction, or, for that matter, workmanship, either.

There is, however, some information to be gained from the auto heater price tags. In general, you will be wise to question the mechanical construction and heating capacity of hot-water heaters priced much below \$8. From that price to about \$13 you can find heaters of sound mechanical construction and heating capacity adequate for an average car in normal Winter conditions. For an extra large car or for very cold climates a heater of adequate size may cost you from \$13 to \$20.

The auto heaters rated in this report—ranging between \$7.29 and \$12.95—were tested for performance in CU's laboratory under conditions simulating normal conditions of use as closely as possible.¹ Ratings are based on heat output in relation to price. A number of brands originally planned for inclusion here had to be omitted for the reason that new models were not yet on the market when tests began.

IF you want to see for yourself which of several heaters will be apt to

¹ Hot-air heaters are not rated in this report; they do not generally furnish adequate heat. The "lay-on" type particularly are also likely to permit the infiltration of poisonous carbon monoxide gas from the exhaust into the car.

give the most heat, examine them to find out which has the largest core (that part of the heater which looks like a small automobile radiator). Other things being equal, CU's tests showed, heat output depends largely on the size of the core and the size and speed of the fan which circulates air through it. Small cores were found to be generally accompanied by small fans. The heater with the largest core, therefore, will probably provide the most heat. Incidentally, you will be wise to examine the high priced deluxe models with special care; their cores may be of small or only average size and merely enclosed in large shells which have extra chromium finish.

Doors and deflectors, which control the direction taken by the heat given out, should be adjustable (the deflector assembly should preferably rotate in all directions), and they should be mounted securely enough so as not to be jarred out of place by bumps or car vibration.

You can pretty thoroughly ignore any manufacturer's claim that a heater will not only warm but will air condition your car as well. That claim is usually based on an attachment through which air is drawn into the passenger compartment from under the hood. In heavy traffic this outside air will be coming to you, all too frequently, fresh from the exhaust pipe of the car just ahead. And since the filtering element on the air conditioner excludes nothing but large particles of dirt, the theoretically fresh breeze may contain an unpleasant if not dangerous quantity of partly burned waste gases, as well as a varying amount of the dangerous carbon monoxide.

There is sufficient leakage in most cars to allow fresh air to enter; and, if not, it's really no trick at all to open a window slightly. The same expedient is recommended for keeping

the car cool in Summer. CU's technicians found nothing to support the manufacturers' arguments for using the heater fan to cool the car.

ALL heaters tested were provided with switch and rheostat to control heat output by controlling the speed of the heater fan. All except *Perfection* were equipped with an opening for the attachment of windshield defrosters (they come for an extra cost of from \$1 to \$3). *Ward's*, *Sears'* and *Hot-Wave Twin-Flow* heaters were constructed with a special defroster blower built into the fan housing. Since these three brands delivered the most warm air to the defroster, CU considers this a desirable construction.

Remember that a heater is more expensive than its list price. There is usually an installation charge, defroster assemblies are extra, and in most cases an adjustable thermostat must be purchased, at a cost of \$1.50 to \$3. It is extremely important that the thermostat, which controls the temperature of the water in the motor-cooling system, be adjustable. Its range should permit a setting for Summer operation low enough not to block off the radiator circulation (otherwise it will have to be removed

each Summer). In Winter the setting should be 155°F with alcohol as an anti-freeze, 170°F with *Prestone* or similar substances (see page 5). Unless otherwise indicated, a heater shut-off valve for Summer operation is supplied along with the fitting necessary for installation on most cars, at no extra charge.

Whether you install the heater yourself or have a mechanic do the job, be sure that the manufacturer's directions for installation are carefully followed.

Best Buys

Ward's Supreme Quality Cat. No. —461-5008 (Montgomery Ward & Co., mail order only). \$9.85 plus postage. Excellent design and construction. Highest heating capacity of all heaters tested. Had built-in defroster outlet; blower and defroster outlet design considered superior to those supplied on the two heaters listed next. Available without defroster as Cat. No. —5009 at \$8.45 plus postage.

Hot-Wave Twin-Flow (Western Auto Stores chain). \$8.95. Similar to *Ward's* in construction and performance. Many parts appeared identical; apparently made by the same manufacturer.

Sears' Heatmaster Cat. No.—08303 (Sears, Roebuck & Co., mail order only). \$9.45 plus postage. Similar to both of above; comments under *Hot-Wave Twin-Flow* apply.

Also Acceptable

(In approximate order of merit)

Eureka Model 555 (Pep Boys chain stores; general offices, Philadelphia). \$7.95. Heating capacity intermediate between the three models listed above and that of the *E. A.* heater below.

E. A. Senior Model Hot-Water Heater (E. A. Laboratories, Brooklyn; distrib. Strauss chain stores). \$7.29 plus tax. Heating capacity lowest of brands tested; should, however, be satisfactory for small cars or relatively mild climates.

Arvin Model 47F (Noblitt-Sparks Industries, Inc., Columbus, Ind.). \$9.95. Heating capacity only slightly higher than that of *E. A.* heater listed above. Shutoff valve supplied for 60¢ extra.

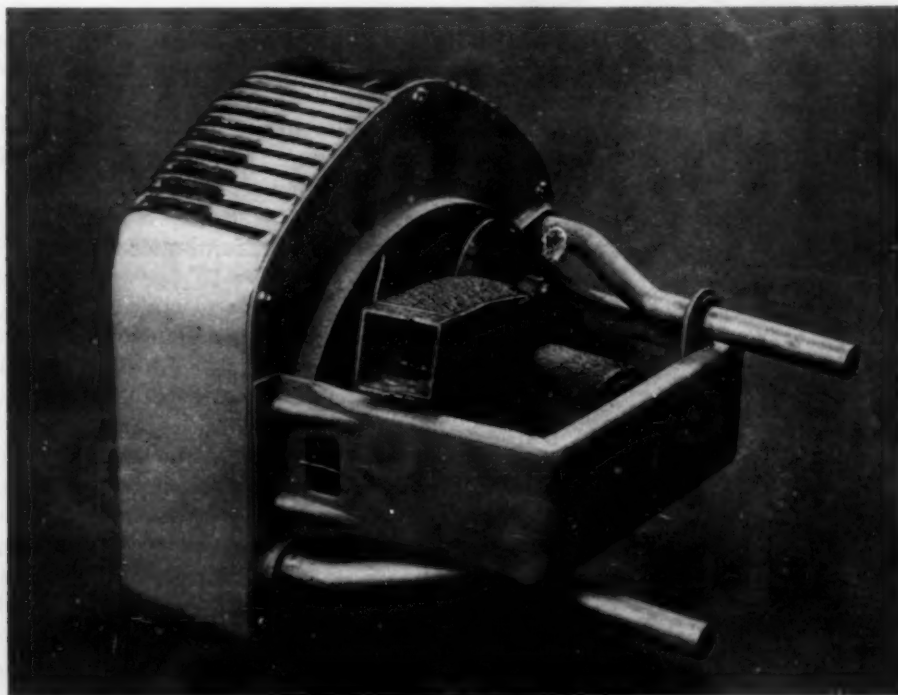
HaDees Chief (Liberty Foundries Co., Rockford, Ill.). \$9.95. Heating capacity about equal to *Arvin*.

Tropic-Aire Zephyr Model (Tropic-Aire, Inc., Chicago). \$12.95. Price high for heating capacity, which is about equal to that of the *Sears' Heatmaster*.

Not Acceptable

Perfection Model K (Eaton Products, Inc., Cleveland). \$9.95. Lightweight heater, construction below average. Deflectors not sufficiently adjustable. Price too high for construction and heating capacity, which is about equal to that of the *Arvin*.

Another type of heater with a source of heat independent of the engine temperature has recently been introduced by the Stewart Warner Corp. This heater, known as the *South Wind*, burns gasoline as a fuel. In view of the tremendous amount of waste heat lost by the modern automobile engine through the cooling system and exhaust system, CU does not advise burning extra gasoline for heating the car.



HOTTER THAN HADEES

...and all the other heaters tested, *Ward's* model offered the most for the money. This rear view shows defroster outlet and water pipes.

The DOCKET

Notes on government actions against misleading advertising, false claims, dangerous products

THE notes that follow are taken from Federal Trade Commission releases on its stipulations with and complaints against advertisers.

The Notices of Judgment under the Food & Drug Act refer to individual shipments of the products involved.

We urge CU members to send in to the FTC any advertisements that appear to be false or misleading. Ask that the FTC give its opinion of them; and ask what it intends to do about them.

The Federal Trade Commission has issued complaints against:

Nucoa Oleomargarine (Best Foods, Inc.). The complaint charges that the advertising for this product implies that it is made from whole milk while actually it is made in part from skimmed milk and does not contain butterfat extracted from whole milk or cream. Representations that "oleomargarine is a fit food for children" and that "wholesome margarine and butter are equally delicious and nutritious" are untrue, the complaint charges, unless vitamin A is added to the product in sufficient quantity.

Dr. Lyon's Tooth Powder (R. L. Watkins Co.). Claims that *Dr. Lyon's Tooth Powder* is the same as the substances used by dentists in cleansing teeth and that powders are more effective for cleansing teeth than pastes are false, the complaint charges. Other misleading representations allegedly made for this product are that it neutralizes acid mouth conditions, that it will make all normal teeth white and brilliant, and that it is a deodorant.

The Federal Trade Commission has taken action against:

Vapex (Donalds Limited, Inc.). The vendor agrees to cease representing that *Vapex* attacks the cold where it started, prevents colds, attacks the growth of germs, stops colds, or enables one to breathe away colds.

(Misleading claims of this type have characterized *Vapex* advertising for years. Despite this fact, the nostrum has been able to flaunt the "seal" of two magazines—that of *Good Housekeeping* and that of *Parents' Magazine*.)

Drene and Special Drene for Dry Hair (Procter & Gamble Co.). Claims that these products are the only shampoos which are non-alkaline, that

they are the only ones which will completely remove excess oil, dirt and perspiration from the hair, or that it is impossible to produce another shampoo which will be as safe, pure, mild or beautifying as *Drene* are to be discontinued.

Corona Portable Typewriter (L. C. Smith & Corona Typewriters, Inc.). Representations that higher grades for students invariably follow if a typewriter is used, that the *Corona Portable* is the only typewriter having a mechanism permitting adjustment of the key tension or that this machine has a dozen additional features are to be discontinued "unless and until such are the facts."

The Food & Drug Administration has seized:

Shipments of various types and brands of flavoring extracts because they contained diethylene glycol, a poison, or related glycols. The dangerous nature of diethylene glycol first received wide public attention a year ago when this substance was found to be the poisonous ingredient in the notorious "elixir" of Sulfanilamide which in a brief period killed almost 100 people. Since that time the Food & Drug Administration has conducted a drive to ban all glycols as food ingredients.

From the nature of the seizures made thus far—totaling over 100—it appears that the products most apt to contain diethylene glycol or a related substance are imitation vanilla and lemon flavorings; artificial fruit flavorings for synthetic, non-alcoholic beverages; imitation butter flavor (obviously made for bakers and confectioners since no housewife would think of using it); and other flavorings meant to be used in confectionery and bakery goods. Some of the samples were found to contain as much as 80% of a poisonous glycol. That the vast majority of the products seized were meant for the use of bakers, confectioners and, probably, soda fountain dispensers is an interesting sidelight on the quality of commercial food products.

Salmon (Libby, McNeill & Libby). 510 cases of this firm's canned salmon were seized because the article "consisted in whole or in part of a decomposed animal substance."



Do As Your Dentist Does—when he cleans your teeth

NOTHING else cleans and polishes teeth more quickly and leaves them more naturally white—than **POWDER**.

That is why your dentist, when cleaning your teeth, as you know—almost always uses powder.

As it is only the powder part of most dentifrices that cleans, a dentifrice that is all powder just naturally cleans effectively. Dr. Lyon's Tooth Powder is ALL POWDER—all cleansing properties.

For over seventy years many dentists everywhere have presented Dr. Lyon's Tooth Powder because normal teeth simply cannot remain dull and dingy looking when it is used.

Dr. Lyon's cleans and polishes the teeth in a harmless and practical way that leaves them sparkling with natural brightness. It leaves your teeth

feeling so much cleaner, your mouth so refreshed and your breath so sweet and pure.

Dr. Lyon's Tooth Powder is a special dental powder developed for HOME USE by a distinguished practicing dentist. Free from all acids, grit or pumice, it cannot possibly injure or scratch the tooth enamel as years of constant use have shown. Even as a neutralizer in acid mouth conditions, Dr. Lyon's is an effective antacid.

Brush your teeth with Dr. Lyon's Tooth Powder regularly—consult your dentist periodically—eat a diet rich in minerals and vitamins, and you will be doing all that you can possibly do to protect your teeth.

Dr. Lyon's is more economical to use. In the same size and price class it outlasts tooth pastes two to one. Even a small package will last you for months.

"FALSE & MISLEADING"
The FTC is unimpressed

Children's Snowsuits

CU's tests of 10 brands show that there is no need to pay more than \$8 for an all-wool snowsuit offering adequate protection against snow and wind

A SNOWSUIT—that's what the well-dressed child will wear when he goes out to play this Winter. And if snowsuits were made to CU's specifications this is what the well-pleased parent would find: an amply cut, well-constructed and reinforced, two-piece suit of durable all-wool, closely woven fabric.

The closest approximations to this ideal garment were the *Montgomery Ward* and the *Brewster* suits. And—in line with the general discrepancy between snowsuit values and price tags—neither suit cost as much as the average price of the 10 suits tested (\$9.14). The *Brewster* suit was unlined, but because of the extra thickness in this blanket-type cloth, CU believes that it will offer as much protection from wind as the ordinary lined suit. Moreover, its resistance to abrasion was much greater than that of any other suit tested. The *Ward* model makes an unusually satisfactory windbreaker because of the warm sheepskin lining of the coat.

An all-wool¹ outer fabric is still the most important feature of a good snowsuit, and of the 10 suits tested by CU, only one was not all-wool. That exception—the *Sears-Roebuck* model—was 79% wool, 21% cotton, although the catalogue claimed it was all-wool. Apparently Sears' famous laboratories were not on the job!

THERE are several reasons for insisting on an all-wool snowsuit fabric. Wool is the best heat insulator among commonly used fabrics and therefore gives the most warmth for a given weight. Furthermore, if it is closely woven, with a dense, even nap, it is somewhat water repellent. Other fabrics will absorb water more readily unless they are specially processed by a coating of insoluble soap or wax or by some other method. Not one of the

¹ All-wool, by trade agreement, means a wool content of 98% or more.



SNOWMAN BUILDER

... one reason why the wristlets should be colorfast

special processes—"Nevawet," "Aridex," "Cravenette" or the like—will survive many dry cleanings or commercial launderings.

Expert opinion stands divided on the advantages and disadvantages of a lined snowsuit. It is almost always a better protection against wind; even a heavier outer material does not necessarily compensate for a lack of lining. Moreover, if your child has an unusually sensitive skin a proper lining will serve to protect it—for, as some of the textile experts point out, no matter how soft to the eye or to the casual

touch a wool fabric may be, it may still cause chafing—especially at the knees.

On the other hand, if you live where the Winter is mild, a suit which is ideal for extreme weather may prove too warm for normal use. An unlined suit might then be more practical—it would be adequate for most occasions, and on bitter days more clothes could be worn under the suit.

Construction and workmanship the careful purchaser can judge for herself. She can also judge, by holding a garment to the light, the closeness of weave of its fabric and, consequently, the protection it will give against wind. But on questions of fiber content, textile strength, resistance to abrasion and colorfastness, she will need some expert guidance. Toward this end, CU prints on next page the results of its laboratory tests on all the principal outer fabrics and linings of the 10 suits tested. (Similar tests were made on the fabrics used in wristlets, anklets, pocket flaps and caps. The results of these tests are noted in the ratings.)

The only suit in which the main outer fabric was not colorfast to water was the partially cotton *Sears-Roebuck* model. Unfortunately, however, manufacturers seem to have forgotten the difficulty of making a snowman or of waging a snow war without thoroughly wetting both hands and feet. For many of the all-wool suits were equipped with anklets and wristlets of a cotton and wool mixture which did not hold its dye. (Cotton and wool must be dyed in two separate operations, and apparently a mixed fabric is less likely to be colorfast.)

IN addition to fabric characteristics the suits were rated on the following features, all of which a thoroughly satisfactory suit should have:

Coat. 1. Wristlets and neckband. Should be all-wool and flexible.

2. Fastenings. Either separable zipper (if it works smoothly) or double-breasted models are satisfactory. In buttoned models, buttonholes should be firmly sewed and buttons attached with tape instead of thread.

3. Sleeves. Should be generously cut. Raglan are likely to be the most satisfactory.

Trousers. 1. Suspenders. Should be adjustable with elastic section.

2. Fit at the waist. There should be an elastic section in the back of the

waist to ensure a good fit without binding.

3. Anklets. Should be all-wool and flexible, with zipper fastenings so that trousers can easily be drawn over the shoes.

4. Reinforcements. Should be generous and should appear at both crotch and knees.

Prices of the suits tested run higher than those covered by CU two years ago (see *CU Reports*, December 1936). This was due partly to an actual rise in prices since our first report and partly to our choice of better merchandise this time. All suits were 2-piece models, size 6. About half included caps.

Best Buys

Ward's Cat. No. —7485, Fall-Winter '38-'39 (Montgomery Ward & Co.). \$7.35 plus postage. Trousers of navy blue, all-wool fabric, very heavy weight, strong, firmly woven and well napped; fully lined with flannelette. Generous knee and crotch reinforcements; wool and cotton knit anklets with zipper closure. Suspenders of self-fabric, adjustable in length, without elastic section. Coat of all-wool red and blue plaid, not as strong or firmly woven as trouser fabric, but more than adequately backed by a three-fourths lining of

genuine fleece (sheepskin). Sleeves lined with flannelette. Coat double-breasted with set-in sleeves; no wristlets. Outer fabrics were colorfast to water but anklets and pocket flap linings were not. Good resistance to abrasion.

Brewster (J. A. Brewster, Camden, Maine). \$8 plus postage. Very heavy, 100% wool, navy blue fabric, very strong, very well napped, highest resistance to abrasion; unlined. Trousers had large knee reinforcements and all-wool rib-knit anklets. No elastic at waist but short adjustable belt fasteners. No suspenders. Coat had separable front zipper closure, raglan sleeves, all-wool rib-knit wristlets. All fabrics colorfast.

Also Acceptable

Penney's "Sportclad" No. 42-58 (J. C. Penney & Co. stores). \$5.90. Trousers of medium-weight, all-wool, navy blue fabric; rather small knee reinforcements; wool and cotton knit anklets with zipper closure. Adjustable but non-elastic suspenders of self-fabric. Coat of all-wool blue plaid slightly lighter weight than trouser fabric, set-in sleeves; separable zipper front closure; wool and cotton knit wristlets. Fabrics of both garments had well-napped sur-

faces and were of satisfactory strength; garment was fully lined with flannelette. Outer fabrics were colorfast to water but wristlets and anklets were not. Fair resistance to abrasion. Navy blue cap included, fully lined with flannelette; rib-knit band.

CD Cat. No. —F3000, Autumn '38 (Co-operative Distributors, NYC). \$8.41 plus postage. Medium-weight, all-wool, navy blue fabric of fair strength and rather soft finish. Trousers had medium size knee reinforcements; wool and cotton rib-knit anklets with zipper closure. Suspenders, clipped on trousers, were adjustable and made entirely of elastic; easily stretched. Coat was double-breasted with raglan sleeves. Trousers lined with sateen; coat with a very strong firmly woven red broadcloth, similar to that used in Arctic clothing; reversible. The sateen was less satisfactory and the broadcloth more satisfactory than the flannelette lining used in most of the suits tested. Outer fabrics were colorfast to water but anklets were not. Suit had good resistance to abrasion. Navy cap included, flannelette lined.

Sally Togs (Robert L. Schwartz & Bro., NYC). \$7.95. Medium-weight,

Results of Laboratory Tests on Snowsuits

Outer Fabric						Lining				
BRAND	PRICE (\$)	FIBER	RESISTANCE TO ABRASION (NO. OF STROKES) ¹			TENSILE STRENGTH (LBS.)	WEIGHT (OZ. PER SQ. YD.)	DESCRIPTION	TENSILE STRENGTH (LBS.)	WEIGHT (OZ. PER SQ. YD.)
Montgomery Ward.....	7.35	all-wool	756	42	19.6			Trousers and sleeves, flannelette; coat, sheep-skin	28	3.7
Brewster.....	8.00	all-wool	2000	50	21.3			No lining
Penney.....	5.90	all-wool	559	37	15.0			Flannelette	24	3.5
CD.....	8.41	all-wool	990	32	14.4			Trousers, sateen; coat, broadcloth	27 93	2.6 5.4
Sally Togs.....	7.95	all-wool	546	28	15.8			Flannelette	24	4.5
Knopf.....	8.99	all-wool	1039	40	16.3			Flannelette	24	4.3
Play-Woolies.....	10.95	all-wool	637	40	15.9			Flannelette	37	5.0
Kenwood.....	16.95	all-wool	1225	58	16.8			No lining
Snow Snug.....	10.95	all-wool	946	48	15.0			No lining
Sears-Roebuck.....	5.98	wool and cotton ²	556	34	14.4			Flannelette	29	3.6

¹ Strokes of abrasion machine to reduce tensile strength to predetermined amount.

² Only suit tested not colorfast.

all-wool, navy blue fabric of fair strength and rather soft finish; trimmed with all-wool blue and white plaid; fully lined with flannelette. Trousers had rather small knee reinforcements; all-wool rib-knit anklets with zipper closure. Suspenders non-elastic but adjustable. Coat double-breasted with set-in sleeves; all-wool concealed wristlets. Main outer fabric, wristlets and anklets were colorfast to water but the suspender binding and the lining of the pocket flaps ran excessively when wet. Suit had fair resistance to abrasion. Navy and plaid cap included; rib-knit band.

Knopf "Beaver" Brand (S. H. Knopf, Boston). \$8.99. Medium-weight, dark green, all-wool fabric, strong and well napped, fully lined with flannelette. Trousers had medium-size knee reinforcements; wool and cotton anklets with zipper closure. Suspenders of self-fabric, non-adjustable but with elastic back section. Coat had a separable zipper front closure; set-in sleeves; wool and cotton rib-knit wristlets and Kelly-green "parka" hood with zipper fastener. Outer fabrics were colorfast to water but anklets and pocket flap linings were not. Hood was not colorfast to light. Suit had good resistance to abrasion.

Play-Woolies (Yorkshire Knitting Co., NYC). \$10.95. Medium-weight, all-wool, navy blue fabric, strong, firmly finished and well napped; fully lined with flannelette. Trousers had medium size knee reinforcements, wool and cotton rib-knit anklets with zipper fastenings. Suspenders of self-fabric, adjustable but non-elastic. Coat had separable zipper front closure; raglan sleeves; "parka" hood with zipper fastener. Outer fabrics were colorfast to water but coat lining and anklets were not. Cap included—navy rib-knit worsted. Suit had fair resistance to abrasion.

Kenwood (Erd-Marshall Co., Port Huron, Mich.). \$16.95. Fairly heavy-weight, royal blue, all-wool fabric, highest strength of suits tested, well napped but too porous, since it is unlined, to make a good wind-breaker. Trousers had large knee reinforcements; legs are gathered

into a cuff of self-fabric fastened by a button. Suspenders of flimsy white tape, out of keeping with the excellent fabric and workmanship of the rest of the garment. Coat double-breasted, with raglan sleeves; no wristlets. Outer fabric was colorfast to water; sateen lining in the cap was not. Suit had very good resistance to abrasion. Cap of self-fabric. (Kenwood like *Brewster* is made of blanket-type fabric, slightly superior to it in the workmanship, but its outer fabric was decidedly inferior to *Brewster* in thickness, closeness of weave and resistance to abrasion. It also lacked wristlets. Its price was more than twice as high.)

Snow Snug (McKemm, Inc., NYC). \$10.95. Of all suits tested this offered the least protection against wind. Medium-weight, navy blue, all-wool knit fabric, strong but fairly porous. No lining except crotch reinforcements. Trousers had large knee reinforcements; all-wool rib-knit anklets. Adjustable suspenders of self-fabric with elastic section. Coat double-breasted with set-in sleeves and all-wool rib-knit wristlets. The Kelly-green collar was not colorfast to either light or water. Other fabrics colorfast. Suit had good resistance to abrasion. Cap included—fabric same as suit, with rib-knit band. Marked "Processed with Aridex—water repellent."

Not Acceptable

Sears' Cat. No. —4852, Fall-Winter '38-'39 (Sears, Roebuck & Co.). \$5.98 plus postage. Misbranded; not all-wool as claimed in catalogue. Medium-weight, navy blue fabric, approximately 79% wool and 21% cotton; strength fair; fully lined with flannelette. Trousers had rather small knee reinforcements; wool and cotton rib-knit anklets. Suspenders of navy fabric, non-elastic but adjustable. Coat front of medium-weight plaid, approximately 52% wool and 48% rayon; separable zipper front closure; raglan sleeves; wool and cotton rib-knit wristlets. The plaid fabric was colorfast to water but the outer fabric of the trousers, the wristlets and anklets were not. Navy cap with knit trim included. Suit had fair resistance to abrasion.

Air Conditioning —Some Questions

CONSUMERS UNION is considering running a series of two or three articles on air conditioning. It would be very valuable in planning the series to have information from members regarding their interest in the subject and their experiences with air conditioning. We therefore ask that if you are in any way interested you fill out the questionnaire below, indicating your answers by suitable check marks, and return it to us as soon as possible.

1. Air conditioning, as I understand it, provides control of the air in the following respects: Cooling ☐ Ventilation ☐ Heating ☐ Humidifying ☐ Drying ☐ Temperature ☐

2. Are your present living or office quarters provided with air-conditioning equipment? Yes ☐ No ☐

3. If so, what type or make of equipment is used? _____

4. Are you satisfied with its operation? Yes ☐ No ☐

5. Do you consider that its cost of operation has been: High ☐ Low ☐

6. If your home or office is not now provided with air conditioning do you plan on installing such equipment in the near future? Yes ☐ No ☐

7. You have no doubt had occasion to notice the air conditioning in one or more of the following locations. Has the air conditioning contributed to your feeling of comfort? Home—Yes ☐ No ☐ Stores—Yes ☐ No ☐ Theaters—Yes ☐ No ☐ Trains—Yes ☐ No ☐ Restaurants—Yes ☐ No ☐ Office or Shop—Yes ☐ No ☐

8. If "no" for any part of 7, check one or more of the following reasons: Too Hot ☐ Too Cold ☐ Too Dry ☐ Too Moist ☐ Objectionable Odors ☐

If you do not wish to tear out the above, your answers to the questions may be indicated in a letter by simply referring to the number of the question and indicating your answer. For example, No. 7 may be answered as 7—Theaters—No.

CU's Test Sample Membership Contest

PROGRESS OF THE CONTEST.



CU's Test Sample Membership Contest is well on its way, but it is much too early to give any detailed estimate of what results will be. Members have written in from all over the nation asking to be entered in the Contest. And as we go to press new memberships secured by these contestants are coming in.

A flood of new memberships will be the most effective answer CU members can make to the newspaper and magazine boycott of CU—the boycott that makes this appeal to our membership necessary.

TEST SAMPLES AS PRIZES.

MEMBERS have often written in to CU asking what we do with our test samples. The answer is that those which are not harmed in testing are sold.

CU is awarding as prizes in the Contest only test products which are uninjured in testing. And, of these, only brands which are rated "Best Buys" or high on the "Also Acceptable" list are being given.

In the case of the Special Prizes, CU will purchase as many test samples in addition to the regular samples bought as are required for the prize winners.

Products purchased after they have been rated in the *Reports* will in many cases be used for additional checking for ratings which will appear in the 1939 edition of the *Buying Guide*.

THREE GIFTS BRING YOU A PRIZE.

MEMBERS should note well that they can enter the Contest and win a Premium Prize without even leaving their homes.

This they can do by purchasing three Christmas Gift Memberships—one of which may be their own renewal—at the special \$2.50 Christmas Gift Rate. If you do this, you obtain 9 Contest Points and can order your Premium Prize at once. (Use the Christmas Gift Membership form on page 30.)

CASH VALUE.

IF the winner of any one of the four Main Prizes finds that he cannot use it, CU will sell it for him, and turn over to him the entire amount received. It is CU's experience that "Best Buys" bring in from 65% to 75% of their list price at resale.

YOU CAN BE SURE OF A PRIZE.

CONTESTANTS should clearly understand that no element of chance enters into their work for the Special Prizes. Members who send in 9, 18, 36, 72, 175 or 300 Contest Points (see "Contest Rules" on next page for explanation of the point system) will each receive whichever prize they choose from the corresponding group of prizes offered.

Prizes are awarded according to competitive scores only in the Main Prize division.

Notes on Prizes.

THE automobile to be given as Main Prize in CU's Test Sample Contest was only a memo on the desk of CU's Purchasing Agent when the Contest was announced last month. Of course, CU did not then, and does not yet know just how the cars tested will rate.



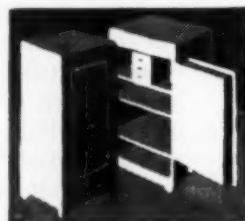
CU's automotive consultants are able to test most cars without the necessity of CU's purchasing them. But both a *Plymouth* ("Best Buy" last year) and a *Chevrolet* are being purchased for this year's tests. One of these will go to the highest scorer in this Contest; the other will go to the winner of the Group Contest running concurrently with this one (see Contest Rules).

The *Speed Graphic*—one of the two cameras being offered as a Main Prize—is the most popular of all cameras for press photography. The model offered by CU is the popular 3½x4½ size and will be equipped with an f:4.5 lens. The value of camera and lens together is around \$150.

The alternative choice, the *Graflex*, is the only American-made reflex camera. CU is offering a Series D model, 3½x4½ size, equipped with a revolving back and with an f:4.5 lens.

Both of these cameras are made by the Folmer Graflex Co., an Eastman subsidiary. Contestants are referred to CU's camera articles in the June and July (1937) issues of the *Reports* for more complete descriptions. (CU has tested and will be testing all types of cameras. The winner of this prize may select another camera in the same price range if he wishes.)

CU's last report on mechanical refrigerators appeared in the June 1938 issue. The next report, covering 1939 models, is scheduled to run in the May or June 1939 issue. A "Best Buy" among these models will be given as one of the Main Prizes. In this case, the contestant will not receive his prize until the tests are completed in March or April.



Premium Prizes.

A *CU Reports Binder*—gold-stamped, imitation leather cover—should be useful to every CU member, serving to keep the *Reports* intact and handy for reference purposes. CU has sold several thousands of them at the regular 60¢ price.

"False Security," by Bernard Reis (CU's Treasurer), was the first CU book to be made available to members below the bookstore price, and it has been extremely popular. It is an indispensable guide to the investment market and, in the words of the Book of the Month Club recommendation, "remarkably readable."

"Our Common Ailment," by Dr. Harold Aaron, Medical Consultant to Consumers Union, is a newly published CU book, based on the series of articles by Dr. Aaron which attracted so much attention in the *Reports* last year. The book deals with causes, symptoms, types and treatment of constipation. Numerous brands of laxatives and cathartics are discussed and evaluated.

"Millions on Wheels," by Dewey H. Palmer, CU's Technical Supervisor, and Laurence Crooks, member of the Society of Automotive Engineers, is just being published. In addition to data on new and used cars, their selection, care and proper operation, this new book offers brand information on tires, gasoline, oil, heaters, &c.

Either of these three books or the binder is offered as a Premium Prize for 9 points—three full memberships. And in the first column we have pointed out how you can get these 9 points without stirring from your chair.

★ PRIZES ★

(For an explanation of how Contest Points are computed, and for other details of the contest, see "Contest Rules" in next column)

Main Prizes

☛ To the CU Member getting the most Contest Points, the following prize will be awarded (approximate retail value, \$800):

1939 PLYMOUTH OR CHEVROLET

☛ To the second, third and fourth highest scorers—their choice of the following prizes (approximate retail value, \$150 to \$175):

MECHANICAL REFRIGERATOR

RADIO-PHONOGRAPH COMBINATION

CAMERA—SPEED GRAPHIC OR GRAFLEX

Special Prizes

For all other contestants getting 18 or more points

☛ 300 or more Contest Points—choice of any one of the following prizes (approximate retail value, \$85 to \$100):

ELECTRIC RANGE RADIO-PHONOGRAPH WASHING MACHINE

☛ 175 or more, but less than 300, Contest Points—choice of any one of the following prizes (approximate retail value, \$40 to \$55):

PORTABLE TYPEWRITER AUTO RADIO VACUUM CLEANER
CONSOLE RADIO EASTMAN CAMERA

☛ 72 or more, but less than 175, Contest Points—choice of any one of the following prizes (approximate retail value, \$12 to \$15):

ELECTRIC SHAVER MINIATURE RADIO AUTOMOBILE HEATER
AUTOMATIC ELECTRIC TOASTER EASTMAN CAMERA
FOOD MIXER PHOTOELECTRIC EXPOSURE METER

☛ 36 or more, but less than 72, Contest Points—choice of any one of the following prizes (approximate retail value, \$6 to \$10):

ELECTRIC IRON ELECTRIC HEATING PAD ELECTRIC CLOCK
WAFFLE IRON EASTMAN CAMERA

☛ 18 or more, but less than 36, Contest Points—choice of any one of the following prizes (approximate retail value, \$3 to \$5):

FOUNTAIN PEN EASTMAN CAMERA ELECTRIC CLOCK
ELECTRIC TOASTER (NON-AUTOMATIC)

Premium Prizes

☛ To every CU member getting 9 or more Contest Points—his choice of any one of the following premiums (approximate retail value, 60¢ to \$1.40):

CU REPORTS BINDER OR A CU BOOK

{ "False Security," by Bernard Reis; "Our Common Ailment," by Dr. Har-
old Aaron; "Millions on Wheels," by D. H. Palmer and Laurence Crooks }

Contest Rules

1. Any person who is now a member of Consumers Union (except staff employees or officers and their families), or who becomes a member before January 31, 1939, is eligible to take part in the "Best Buy" Membership Contest. Contestants must fill out the Contest Entry Blank (see below).

2. Special Contest Membership Blanks will be mailed to each contestant on receipt of his Entry Blank. These blanks have been designed for the convenience of contestants and CU's Contest Staff, and their use is recommended; but memberships submitted in any form will be counted, provided they bear the contestant's name and are clearly marked "Contest."

3. CU members entering the Contest may receive help from their family or friends in the sale of memberships. But Contest Points (see Rule 5) will be credited only to actual CU members, as recorded in our files.

4. All memberships sold by contestants must be either mailed or delivered to our office (55 Vandam Street, New York) not earlier than Monday, October 17, 1938, nor later than midnight, Tuesday, January 31, 1939 (the postmark of mailed entries will determine their date). Each entry must be accompanied by the full amount of money due. Consumers Union cannot assume responsibility for loss of cash in the mail, nor for Contest Points (see Rule 5) forfeited through such loss. Money should be sent by Postal Money Order, check or registered mail.

5. Winners will be determined by a simple point system. Three points will be awarded for any new full membership or renewal of an existing full membership including that of the contestant. (A full membership includes all regular \$3 memberships; Library subscriptions at \$2.50; Foreign and Canadian at \$3.50; Christmas Gift Memberships in groups of three or more entered at the Special \$2.50 rate; and subscriptions to the Western Edition at \$3.50). One point will be awarded for each Limited membership or renewal at \$1 (Canadian and Foreign, \$1.50; Western Edition, \$1.75). Memberships sold through subscription agencies will not be counted in this Contest.

6. Results of the Contest and names of prize winners will be published as soon as possible in the Reports. All prizes will be delivered anywhere in the United States or Canada by prepaid shipment.

7. In the event of a tie for any of the Main Prizes, like prizes will be awarded.

8. The decisions of the judges (CU's Board of Directors) shall be final.

9. Memberships at the Group rates do not count in this contest. CU is, however, conducting a similar contest for the 700 organizers and leaders of Consumers Union membership groups. Individuals who wish to compete in the group contest may obtain complete information from CU's Organization and Education Department.

CONTEST ENTRY BLANK

TO CONSUMERS UNION,
55 VANDAM ST., NYC

I accept the terms of this contest
contained in the Contest Rules.

NAME

ADDRESS

(Immediately on receipt of this blank properly filled in, CU will send you special coupon book in which to enter memberships collected for the Contest)

Cocoa—and Lead

Cocoa's innocent reputation is misleading. Each of 40 samples tested contained lead; some contained more than they should. And cocoa, like coffee, is a stimulant

SO far as cocoa taste is concerned, there's very little difference between one brand and another of the same type and the differences in chemical composition are just as small. If there were nothing else to consider, CU would need to give no more advice to buyers than that they decide which variety they want, and then buy by price within that class. Practically every one

of the 40 samples included in CU's tests met the federal specifications for cocoas.

Unfortunately the story of cocoa doesn't end there. For the Food & Drug Administration has another set of regulations, which embraces all foodstuffs. Often enough, the Administration, with its limited funds and staff, ignores these regulations for long periods. But occasionally, when violations become too great, the Administration is forced to take action. The regulations referred to are those which relate to the amount of lead allowable in foods.

The U. S. Dep't of Agriculture has arbitrarily set this as 0.018 grain per pound. That's a very small amount—about 2½ parts in a million. But with lead it's high, even higher than many authorities consider permissible. For lead taken into the body, even in very small quantities, is poisonous. More dangerous than most other poisons in similar tiny amounts, lead has a cumulative effect—that is, small quantities of its are stored in the body over a period of time. And as more lead is ingested, the store increases.

Cocoa and cocoa products have been known for years to contain lead. In the early days, the contaminant entered into almost every stage of production and manufacture, from the lead soldered pipes used for conveying the syrup to the lead foil once used for wrapping the finished product.

Members of the industry knew these facts. Yet they were doing nothing to prevent gross contamination of their products with the lead. Finally, as knowledge of lead contamination began to receive attention outside the industry, some cocoa manufacturers were prodded into action; they urged the industry to clean house. Manufacturers were asked to replace the lead fittings on their pipe lines. The lead tags they used to identify cocoa lots were to be replaced, so that the danger of grinding them up with the cacao

beans could be eliminated. The lead foil used as wrapping was to be replaced by some safer substance.

Some of the more elementary safeguards actually were put into practice. Aluminum labels in many cases were substituted for the lead. Lead foils were discarded. There was much boasting about the number of lead fittings removed. But, either because the safeguards were inadequate or because the effects of the temporary reform have worn off, CU finds that samples recently tested are still high in lead content.

The raw cacao bean itself does contain a small amount of lead. But the large quantities found in tests of the prepared cocoas cannot be accounted for from this source alone.

The fact that lead is a cumulative poison, plus the fact that it can reach the body from a number of sources, makes a disturbing combination. Your daily intake of lead from a cocoa containing even a good deal of it may be small. But add that to what you take in tomorrow, plus lead from spray residue on fruits and vegetables, lead in paints, minute quantities of lead in dozens of other food sources and you have an impressive total. So far as cocoa is concerned, you can at least minimize the lead factor by avoiding those brands which rate high on this count in the listings that follow.

THERE'S an additional fact about cocoa which should be known by mothers who feed children several cups of it every day, when they wouldn't think of letting them touch so much as a drop of coffee. Cocoa contains the alkaloid *theobromine*, first cousin of caffeine, the alkaloid present in coffee and *Coca-Cola*. The effect of theobromine is very similar to that of caffeine. And in a cup of cocoa there's very nearly as much theobromine as there is caffeine in coffee. While theobromine is less stimulating than caffeine, it is a strong diuretic (increases the flow of urine), and is, therefore, undesirable for many children.

The meaning of this is not necessarily that you should stop feeding children cocoa altogether. You may find it advisable, however, to use it only as a flavoring agent for milk, in relatively small amounts, and to refrain from giving it to children at bedtime.

Correction: Gasoline

SUBSEQUENT to our report on gasolines in the July 1938 issue we were informed that the excessive apparent gum content of the *Essolene Regular* and *White Third Grade* brands (both Standard Oil of New Jersey) and *DX Regular* was probably due to added "solvent" or lubricating oil. This added material showed up as gum in the laboratory tests, but does not form gum in the engine.

In the opinion of independent technologists the added oil may not be harmful; nor will it on the other hand improve the performance of the engine. Some experts believe that it may tend to increase carbon formation. However, since the use of gasolines which contain added lubricating oil and are satisfactory in other respects apparently will not result in increased gum formation, we are changing the rating of *Essolene Regular*, *White Third Grade* and *DX Regular* from "Not Acceptable" to "Also Acceptable."

*Have you sent in your Entry
Blank for CU's Test Sample
Membership Contest yet?*

IN the following tables, the cocoas are divided into four groups: Dutch process, general purpose, breakfast, sweetened. Ratings for lead content are based on the government tolerance of .018 grain per pound. Samples containing less lead are rated as "Low"; those consistently higher are rated as "High"; and brands which vary from low to high from sample to sample or within one sample are rated as "Variable." The variations found within a brand are often very large.

Products are rated in order of cost per pound within each group.

Dutch Process Cocoas

These cocoas are treated with alkali, which reacts chemically with the cocoa increasing the smoothness of the beverage and changing the color and flavor. They are usually a great deal more expensive than any other variety, and some authorities believe that the added alkali may decrease digestibility.

BRAND AND MANUFACTURER OR DISTRIBUTOR	LABEL WEIGHT (Oz.)	COST PER OZ. ¢	LEAD
Richelieu (Sprague, Warner & Co.).....	8	25	3.1 Variable
Van Houten's (C. J. Van Houten & Zoon).....	16	64	4.0 Variable
Bensdorp (Bensdorp).....	8	33	4.1 Variable
Droste's (Droste).....	8	39	4.9 Variable

Sweetened Cocoas

Cocoas which are sweetened generally contain more than half sugar. With sugar selling at about 5¢ a pound, such cocoas selling at the much higher cocoa prices are obviously poor buys. An interesting sidelight is the fact that, instead of lowering the price of cocoa, the manufacturers of the sweetened brands charge two to five times as much as for comparable unsweetened cocoas. The high sugar content of these cocoas makes a drink considered too sweet by many people.

BRAND AND MANUFACTURER OR DISTRIBUTOR	SUGAR %	LABEL WEIGHT (Oz.)	COST PER OZ. ¢	LEAD
Maillard Sweet Lunch (Henry Maillard, Inc.)..	58	16	39	2.4 Low
Nestle's Ever Ready (Peter Cailler Kohler Swiss Chocolates Co.)...	55	8	20	2.5 Low

Breakfast Cocoas

Cocoas labeled Breakfast Cocoa must have a cocoa fat content of at least 22%, according to federal specifications. They are at least as nutritious as Dutch Process cocoas, but far less expensive.

BRAND AND MANUFACTURER OR DISTRIBUTOR	LABEL WEIGHT (Oz.)	COST PER OZ. ¢	LEAD
Quaker Maid (The Quaker Maid Co.).....	8	6	0.8 Low
National (National Tea Co.)	8	9	1.1 Low
Ann Page (A&P).....	8	9	1.1 Variable
Hershey's (Hershey Chocolate Corp.).....	8	10	1.2 Low
Baker's (Walter Baker & Co.).....	8	10	1.2 Variable
Blue Jewel (Jewel Food Stores).....	16	19	1.2 Variable
Maillard (Henry Maillard, Inc.).....	8	19	2.4 Low
Huyler's (Huyler's).....	8	25	3.1 Variable
Phillips Digestible (Chas. H. Phillips Chemical Co.)..	8	25	3.1 High

General Purpose Cocoas

There is no limitation on the permissible fat content of cocoas of this type. The general range is from 10% to 18%. Since flavor and the main nutritional value of cocoa depend to a considerable extent on fat content, one should pay very much less for cocoa of this type than for Breakfast Cocoas.

BRAND AND MANUFACTURER OR DISTRIBUTOR	% FAT	LABEL WEIGHT (Oz.)	COST PER OZ. ¢	LEAD
Macy's Jessamine (R. H. Macy & Co.).....	14	32	16	0.5 Low
Truworth (K. B. Chocolate Co.).....	15	32	15	0.5 Variable
Our Mother's (E. & A. Opler, Inc.).....	12	16	10	0.6 Variable
Nancy Lee (Canada's Pride Products).....	18	16	12	0.8 Variable
Iona (A&P).....	14	8	6	0.8 Variable
Co-op (Central Cooperative Wholesale).....	11	8	8	1.0 Low
White Rose (Seeman Bros.)	11	16	19	1.2 Low
IGA (Independent Grocers Alliance).....	15	8	10	1.3 Low
Royal Scarlet (R. C. Williams & Co.).....	18	8	10	1.3 High
Runkels (Runkel Bros.)...	13	8	10	1.3 High



BREAKFAST



GENERAL PURPOSE

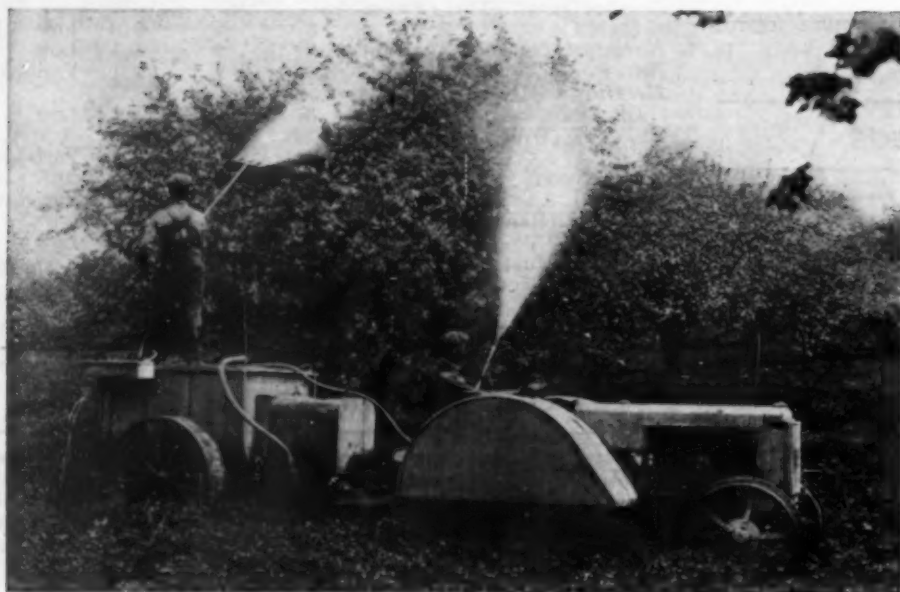


DUTCH PROCESS



SWEETENED

Lead—How Much & Who Says So?



Rep. Cannon moves in mysterious ways, and now you will eat more lead with your fruit. Herewith the outline of a story, and a request for help from members to help fill it in

L EAD is an extremely dangerous substance. Because it is a cumulative poison, the ingestion of even minute amounts of it over a long period constitutes a serious health hazard. For the effects of chronic lead poisoning are frequently disastrous and may be manifested in a variety of symptoms.

All these facts are firmly established and recognized by medical authorities. In the light of these facts, Secretary Wallace's recent announcement that the amount of lead residue permitted on fruits shipped in interstate commerce will be raised from .018 to .025 grain per pound has marked significance for consumers interested in their own health and the health of their families.

The Secretary had little or no choice as to whether he should raise the tolerance. The Public Health Service had recommended that it be done and therefore no other course was open to him.

But it is something new for the Public Health Service to be able to

dictate to the Food & Drug Administration what the lead tolerance should be—and therein lies a story.

T HE story really starts some 12 years ago. At that time a tentative tolerance for lead was adopted by the Food & Drug Administration on the basis of advice given by a committee of nationally known toxicologists. That committee, in addition to recommending a tentative tolerance, urged that further research be made in order to determine at what figure the permanent tolerance should be set in order to guarantee public health protection.

When Congress increased the appropriation of the Food & Drug Administration some four years ago it was possible to start this research. A comprehensive program of experiments on the toxicity of lead and arsenic was begun under the auspices of Dr. E. E. Nelson, an outstanding authority in his field. And as a further safeguard that the research undertaken would be both

thorough and sound, the National Academy of Sciences, at the request of Secretary Wallace, appointed a committee of eminent scientists for the exclusive purpose of reviewing the program and maintaining constant supervision of the work.

It was recognized that since both lead and arsenic, especially the former, are cumulative poisons (that is, a small part of each amount ingested remains in the body), the studies would have to extend over a number of years to be valid.

Meantime, the Food & Drug Administration, convinced by the wealth of existing evidence that spray residue constituted a real menace to public welfare, devoted a considerable share of its personnel and available funds to inspecting interstate shipments of fruit and vegetables. Hundreds upon hundreds of consignments of apples, pears, and other fruits and vegetables were seized because they exceeded the legal tolerance.

An immediate effect of these seizures was to rouse the ire of the fruit growers, who promptly started a fight to get the lead and arsenic tolerance raised and also to curtail the power of the Food & Drug Administration. They found a powerful ally in Rep. Clarence Cannon of Missouri, a gentleman ever mindful of the fact that, in his own words, he represents a "great fruit-growing district."

As chairman of the House Appropriations Subcommittee, which passes on the budget of the Food & Drug Administration, Rep. Cannon was placed in a strategic position to further the interests of the fruit growers at the expense of consumers. His committee could and did deny the Food & Drug Administration an increase in appropriation in 1936 even though the increase had been recommended by the President. Either he or his committee deleted part of the testimony of W. G. Campbell, chief of the Food & Drug Administration, from the published 1935 and 1936 hearings on the agriculture appropriation bill. This testimony cited competent authorities as to the dangers of poisonous spray residue.

The hearings on the 1938 Treasury Dep't appropriation bill throw still further light on the activities of Rep. Cannon. He appeared at those hearings and requested that the Public

Health Service investigate and render a decision "as to the effect, if any, of spray residues on public health." His committee had decided, Rep. Cannon said, that the Public Health Service was the proper body to make this investigation because the results of some of its other investigations, including that on the use of tetraethyl lead in gasoline, "have been so satisfactory."

Rep. Cannon failed to give his definition of "satisfactory," but we are willing to make our own guess as to what it is. A special appropriation, incidentally, was given to the Public Health Service to pay for the Cannon-proposed investigation.

THE next episode in our story—and a very significant one—is summed up in a little phrase inserted in the House bill providing appropriations for the Dep't of Agriculture during the fiscal year of 1939. The phrase reads as follows: "... provided further, that no part of the funds appropriated by this Act shall be used for laboratory investigations to determine the possibly harmful effects on human beings of spray insecticides on fruits and vegetables."

These few words constituted an order to the Food & Drug Administration to throw out of the window its well-planned study of the toxicity of lead and arsenic—a study in which was invested a hundred thousand dollars of taxpayers' money.

As to the studies which have been begun by the Public Health Service, an account of the only one which has as yet been completed appeared in the *Public Health Reports* for July 22, 1938. In this experiment two men in good physical condition ingested 100 milligrams of lead arsenate over a period of 10 days. The greater part of the lead and arsenic ingested was found to be excreted in the feces and urine and no untoward effects on the two subjects as a result of the experiment were noted.

It is on this study, in part, that the Public Health Service based its recommendation that the lead tolerance be raised. Since it may take years for chronic lead poisoning to develop, such an experiment would seem to be an amazingly weak foundation for a recommendation so vitally affecting public health.

The inadequacy of the study was pointed out even by the scientists who conducted it. They wrote: "... these observations are strictly confined to a certain quantity of lead arsenate taken over a period of 10 days by two adult individuals, and do not relate to the possibility of toxicity from massive doses of lead arsenate or from the continued daily ingestion of small amounts of lead arsenate over long periods of time."

The Public Health Service has issued a statement in which it said that the findings of this experiment "have been substantially confirmed by the findings on a large group of actual consumers at Wenatchee, Washington [a community located in the heart of the apple country]." But a request to the Public Health Service for the published report on the "large group of actual consumers" brought the response that the "field study is still in progress and will not be completed for some months." No explanation was given as to why the recommendation concerning the lead tolerance had been issued before the completion of the study.

THIS, then, is the story—at least, the bare outline of it. What has happened is plain enough, but CU wants to know what people besides Rep. Cannon have been responsible for the sequence of events and through what

Lead in Foods

AT the present stage, the status of lead in foods is very uncertain. Up to about a month ago there was an administrative tolerance for lead in all foods of .018 grain per pound. Recently the fruit growers, aided by the U. S. Public Health Service, virtually forced the Food & Drug Administration to increase the permissible amount of lead in fruits to .025 grain per pound (see page 24). While the higher tolerance applies only to fruits, it is not expected that other foods will be seized if they contain up to .025 grain of lead per pound.

Under the new Food, Drug and Cosmetic Act, which is scheduled to go into effect in June 1939, different tolerances are to be set for different foods.

channels they have worked. We imagine that some of CU's members may know more about this question than CU's staff knows. Undoubtedly a number of members could contribute useful information on one phase or another of the question. We urge that these members let us know what they know.

Specifically, we are hoping that some of our members may be able to help us find the answers to the following questions:

What was the role, if any, of the International Apple Growers Association in stopping the research of the Food & Drug Administration into the toxicity of spray residue?

Did the large manufacturers of insecticidal sprays exert any pressure toward this end and, if so, whom did they find sympathetic to their representations?

Why was Rep. Cannon anxious to have the Public Health Service undertake research on the toxicity of spray residue when such research was already being conducted by the Food & Drug Administration?

Lastly, and most important, there are two questions we wish to ask of the Public Health Service: How can it justify its recommendation that the lead tolerance be raised when the one completed study is admittedly not pertinent to a consideration of the cumulative effect of lead and when the other study is still being carried on?

Is there any reason why the Public Health Service should put the interests of fruit growers or other commercial organizations above those of consumers?

Consumer Quiz

CONSUMERS UNION is issuing for the second year its monthly study aid, *Consumer Quiz*, for teachers of consumer education or for those teachers who introduce consumer problems into related courses. Besides questions and answers based on the articles which appear in the *Reports*, each *Quiz* contains one or more projects which outline practical and interesting ways for students to study consumer topics. The first issue of the *Quiz* for this year (based on the September *Reports*) offered projects covering bread and men's shirts. The second issue (based on the October *Reports*) contained a project on present-day advertising techniques.

The *Quiz* is free to teachers who are members of Consumers Union. A postcard to us will assure your receiving it regularly during the school year. To teachers who are not members, we shall be glad to send a sample copy on request.

**CONSUMERS UNION
55 VANDAM ST., NYC**

Please send me back copies as indicated. I enclose:

- ☐ \$1 for all 1936 issues.
☐ \$1.50 for all 1937 issues.
☐ \$.75 for the following five 1936 or 1937 issues:

- ☐ \$5 for all issues through October, 1938.
☐ \$6 for all issues plus two binders.

NAME

ADDRESS

Back Issues—Low Prices

This listing gives partial contents of all issues of CU Reports published through October, 1938.

MAY, 1936—Hosiery, Alka-Seltzer, Toilet Soaps, Milk, Toothbrushes.

JUNE—Vegetable Soup, Vegetable Seeds, Anacin, Baume Bengue.

JULY—Used Cars, Travel, Cooperative Distributors.

AUG.—Heating Equipment, Hosiery (higher priced), Bread, Laundry Soaps, Coney Island (bacterial tests).

SEPT.—Shoes, Tires, Whiskies, Hot-Water Bottles, Rubbers.

OCT.—Dentifrices, Men's Shirts, Coal and Oil, Brandies, Gins, Rums & Cordials.

NOV.—Children's Shoes, Electric Toasters, Baking Powder, Wines.

DEC.—Vacuum Cleaners, Mineral-Oil Nose Drops, Electric Irons, Fountain Pens, Blankets, Tomato Juice.

JAN.-FEB., 1937—Men's Suits, Shaving Aids, Hand Lotions, Maple Syrup.

MARCH—Shoes, Face Powders, Flour, Canned Asparagus & Cherries.

APRIL—Aminopyrine, Cold Cream, Men's Shirts.

MAY—Trailers, Washing Machines, Constipation.

JUNE—Large Cameras, Sanitary Napkins, Constipation.

JULY—Miniature Cameras, Fans, Ice Boxes, Constipation.

AUG.-SEPT.—Ice Cream, Photographic Equipment, Inner Tubes, Fish Balts, Raincoats, Electric Clocks, Constipation.

OCT.—Auto radios, Cereals, Heating Equipment, Constipation.

NOV.—Anti-Freezes, Portable Typewriters, Men's Hats, Constipation (concluded), Sewing Machines.

DEC.—Elec. Shavers, Lipsticks, Cigars, Toys, Radios.

JAN., 1938—Lisle & Rayon Stockings, Men's Shorts, Batteries, Vitamins.

FEB.—1938 Automobiles (ratings), Vitamins A & D.

MARCH—Coffee, Razor Blades, Mechanical Pencils, Depilatories, Women's Shorts, Vacuum Cleaners.

APRIL—Tuna Fish, Electric Ranges, Electric Heating Pads, Mattresses, Radio Antennas.

MAY—Permanent Waves, Waffle Irons, Razor Blades, Canned Peas & Apricots, Bicycles & Velocipedes, Springs.

JUNE—Dog Foods, Refrigerators, Canned Fruits & String Beans, Men's Handkerchiefs, Cleansing Tissues.

JULY—Cigarettes, Sunburn Preventives, Sunglasses, Gasoline, Motor Oils.

AUG.—Coca-Cola, Catsup, Cameras & Equipment, Sneakers, Furs.

SEPT.—Men's Shirts, Shampoos, Children's Shoes, Furnaces & Boilers.

OCT.—Alkalizers, Auto Tires, Food Mixers, Dry Cleaning, Oil Burners, Coal Stokers.

Financial Statement

CONSUMERS UNION ended its second fiscal year on May 31st with nearly 65,000 members, a gain of about 25,000. Income for the 12-month period totalled \$171,096.77, as compared with \$113,815.69 for the 15 months covered in the previous report. The total payroll for the year was \$64,089.05, about double the amount paid for salaries in the previous 15 months. The present range of salaries (from a minimum of \$18 to a maximum of \$50) while considerably higher than the amounts paid during the first year, is still low.

Consumers Union members are fortunate in having a headquarters staff including trained specialists, willing to work for low pay to help build an essential consumer organization. The relatively small expenditure for the great volume of technical work carried on during the year is testimony to the splendid services of CU's large corps of consultants, a great number of whom gave their services for fees far below the commercial scale or entirely without compensation.

BERNARD REIS, *Treasurer*

Consumers Union of United States, Inc. Statement of Income and Expenses For the Period from June 1, 1937 to May 31, 1938

INCOME:

Initial Memberships—Subscriptions.....	\$99,512.06
Renewals	52,321.05
Sales of Reports.....	11,972.71
Profit on Sale of Books.....	1,012.85
Contributions for Laboratory.....	3,910.46
Other Contributions.....	362.44
Miscellaneous	2,005.20
TOTAL INCOME.....	\$171,096.77

EXPENSES:

Technical and Editorial Departments:	
Technical and Editorial Salaries.....	\$27,171.59
Other Test and Laboratory Expenses.....	11,908.05
Telephone and Telegraph.....	948.18
Total Technical and Editorial Expenses.....	\$39,079.64
Reports and Buying Guide Expenses:	
Monthly Reports and Special Reports.....	\$21,079.64
Buying Guides	6,066.77
Postage and Mailing Expenses.....	8,753.95
Miscellaneous	396.79
Total Reports and Buying Guide Expenses.....	\$36,297.15
Subscription Department Expenses:	
Salaries	\$9,995.42
Supplies	1,348.89
Total Subscription Department Expenses.....	\$11,344.31
Promotion Department Expenses:	
Advertising	\$8,138.61
Salaries	1,633.61
Postage and Mailing Expenses.....	11,377.58
Printing	8,945.82
Miscellaneous	326.72
Total Promotion Department Expenses.....	\$30,422.34
Renewal Costs:	
Salaries	\$609.00
Postage	2,112.62
Printing	2,555.95
Supplies	1,138.13
Miscellaneous	93.35
Total Renewal Costs.....	\$6,509.05

Education and Organization Department Expenses:

Salaries	\$6,169.65
Printing	1,277.97
Postage	1,056.31
Supplies	569.06
Miscellaneous	46.67

Total Education and Organization Department Expenses \$9,119.66

Administrative and General Expenses:

Director's Salary	\$2,443.80
Stenographers' and Bookkeepers' Salaries.....	5,335.77
Other Salaries	10,527.46
Rent (Including Light, Cleaning, &c.)	6,440.22
Stationery and Office Supplies.....	2,762.80
Postage	919.35
Telephone and Telegraph.....	1,115.01
New York State Unemployment and Federal Old Age Benefit Taxes.....	2,196.01

Annual Meeting and Balloting Expenses:

Balloting Expenses for Directors.....	1,684.58
Other General and Administrative Expenses.....	3,358.05

Total Administrative and General Expenses..... \$36,783.05

Depreciation 761.16

TOTAL EXPENSES \$170,316.36

EXCESS OF INCOME OVER EXPENSES..... \$ 780.41

Auditor's Certificate

We have audited the books and records of Consumers Union of United States, Inc., for the year ended May 31, 1938.

The statement submitted has been prepared on the basis of including all income applicable to the period, eliminating, however, \$9,452.58 of income for subscriptions which begin with the June 1938, issue of the *Reports*. No amount has been set up as a reserve for the portion of the unearned subscription income which has been received during the year.

Contributions listed were from 3,528 members, of which only 8 were over \$10.

Subject to the above comments, we hereby certify that in our opinion the statement of income and expenses for the year ended May 31, 1938, is correct.

Strum, Gould & Samuels
Certified Public Accountants (N. Y.)

October 25, 1938

STATEMENT OF THE OWNERSHIP, MANAGEMENT, CIRCULATION, ETC. REQUIRED BY THE ACT OF CONGRESS OF MARCH 3, 1933,

of Consumers Union Reports, published monthly at Albany, New York, for October 1, 1938.

STATE OF NEW YORK, }
COUNTY OF ALBANY } ss:

Before me, a Notary Public, personally appeared Dexter Masters, who, having been duly sworn according to law, deposes and says that he is the editor of the Consumers Union Reports and that the following is, to the best of his knowledge and belief, a true statement of the ownership, management (and if a daily paper, the circulation), etc., of the aforesaid publication for the date shown in the above caption, required by the Act of August 24, 1912, embodied in section 411, Postal Laws and Regulations, printed on the reverse of this form, to wit:

1. That the names and addresses of the publisher, editor, managing editor, and business managers are:

Publisher—Consumers Union of United States, Inc., North Broadway, Albany, New York.
Editor—Dexter Masters, 55 Vandam Street, New York, N. Y.

Managing Editor—None.
Business Managers—None.

2. That the owner is: (If owned by a corporation, its name and address must be stated and also immediately thereunder the names and addresses of stockholders owning or holding one per cent or more of total amount of stock. If not owned by a corporation, the names and addresses of the individual owners must be given. If owned by a firm, company, or other unincorporated concern, its name and address, as well as those of each individual member, must be given.) Consumers Union of United States, Inc., North Broadway, Albany, New York, a non-profit or-

ganization the principal officers of which are: Colston Warne, president; Adelaide Schulkind, secretary; Bernard Reis, treasurer; Arthur Kallet, director; D. H. Palmer, technical supervisor; Dexter Masters, publication director; all of 55 Vandam Street, New York, N. Y.

3. That the known bondholders, mortgagees, and other security holders owning or holding 1 per cent or more of total amount of bonds, mortgages, or other securities are: None.

4. That the two paragraphs next above, giving the names of the owners, stockholders, and security holders, if any, contain not only the list of stockholders and security holders as they appear upon the books of the company, but also, in cases where the stockholder or security holder appears upon the books of the company as trustee or in any other fiduciary relation, the name of the person or corporation for whom such trustee is acting, is given; also that the said two paragraphs contain statements embracing affiant's full knowledge and belief as to the circumstances and conditions under which stockholders and security holders who do not appear upon the books of the company as trustees, hold stock and securities in a capacity other than that of a bona fide owner; and this affiant has no reason to believe that any other person, association, or corporation has any interest direct or indirect in the said stock, bonds, or other securities than as so stated by him.

DEXTER MASTERS,
Editor

Sworn to and subscribed before me this 17th day of October, 1938

[SEAL] LEON GINZBURG,
(My commission expires March 30, 1939.)

Radios—1939

An Advance Report on the New Models

TESTS of 1939 model radio sets have been under way for some time and will be reported on in the December issue. Ratings of a number of radio-phonograph combinations are planned for the January issue, along with information on the choice of auxiliary record-playing equipment for the radio you may now have.

For those who may purchase radios before the December issue appears, preliminary information indicates that the following models will prove to be acceptable buys in their respective price classes (tests on RCA, General Electric and others have not been completed to date):

Philco 39-6. \$20. 5-tube small table model.

Sears' Silvertone Cat. No. —6024. \$34.95 plus postage. 8-tube table model.

Zenith 6S362. \$60. 6-tube console model.

Philco 39-40XX. \$100. 8-tube console model.

On the basis of test findings to date, 1939 radios show no evidence of design changes which permit significantly better performance than 1938 models gave.

Push-button tuning is apparently here to stay; it is offered on nearly all models, and in most cases has been simplified considerably. While it is a convenience, it adds nothing to the actual performance of the radio, and as used in many sets it cuts out one circuit normally used when the radio is tuned manually. The result is poorer performance when tuning is done via the push buttons.

Other innovations to be discussed in December are Philco's much-advertised "Mystery" tuning, the GE "Beamoscope" loop antenna and "Time Tuning," and the Zenith "Radiorgan" (a push-button tone control). On the whole, circuits remain essentially the same as in previous years.

Where 1938 models listed in the 1938 *Buying Guide* as "Best Buys" or "Also Acceptable" can be bought at a discount, they may be much better buys than corresponding new models.

Oil-Burning Room Heaters

... present difficulties in buymanship. You are advised to investigate dealer and maker—and then demand a trial in your home.

ALMOST 50% of American homes are without benefit of a central heating plant. Into this market have come hundreds of manufacturers offering a bewildering array of small oil-burning equipment—consisting chiefly of stoves with built-in burners or burners to convert kitchen and parlor coal stoves to oil—and even more brand names than makers. Through this maze the surest clues to a satisfactory burner must be, ultimately, some knowledge of the manufacturers and dealers with whom you do business, and a thorough trial test of the burner in your own home.

Range Burners

GRAVITY-FED range burners, for converting kitchen and parlor coal stoves to oil, are made of perforated steel cylinders that glow red-hot from the blue, gassy flame produced. One million of these burners are in use, mostly in the New England States. A good one undoubtedly will perform well and, in addition to that, will provide relief from the inconveniences of coal-firing.

Since one manufacturer often makes several brands, the trade names of range burners are both extensive and confusing. One Watertown, Mass., manufacturer, for example, offers small oil-burning equipment variously called *Yankee*, *Yankee-Maid*, *Black Hawk* and *New England*. Dozens of makes cannot be traced back to any manufacturer.

There are many excellent models on the market; and, on the other hand, there are hundreds of cheap burners with flimsy, easily warped castings and cylinders. In some cases manufacturers, having disposed of wholesale lots of such equipment, change names and even addresses. So, do your best to investigate both manufacturer and dealer before buying.

Be sure that your burner is installed carefully and that the stove and chim-

ney are given a thorough cleaning. All openings and crevices, no matter how small, should be tightly sealed—any uncontrolled air which enters will chill the flame and burner parts. The burner must be installed so as to be perfectly level and sufficiently rigid not to be tipped in use. Oil piping should be tight, leakproof and well protected. For smoke-free, odorless operation, keep the chimney draft at a minimum.

Don't try to use the burner simply for cooking—it's too difficult to start and too slow to warm up. For the same reason it should never be turned off at night. Cooking is also expensive (two six-inch burners operating at a medium rate will consume about two gallons of oil every 24 hours) and impractical (the burner will operate satisfactorily only within a limited adjustment range). When it is turned too low the shells cool and the oil is burned inefficiently, creating odor and soot; when it is turned too high it will throw smoky red flames over the tops of the steel cylinders and the whole apparatus may be ruined in short order.

Range burners may be used successfully with a coal pot stove or a bucket-a-day water heater. But for best results, insulate the tank and water heater well, either with asbestos cement or with a special tank jacket at least one inch thick. Make sure the tank has a safety relief valve.

Do not use a range burner for even the smallest furnace or boiler unless you have reliable assurance that the equipment will carry the load easily. Even if the burner is large enough, the heat pickup is slow and the fuel bills may run high unless the burner is exceptionally efficient and well serviced. And don't expect quick heating. For example, if in a warm-air furnace a cluster of three burners is used, only two of which are kept burning in moderate weather, it will take

from four to eight hours after the third burner has been lighted to heat the house comfortably once it has become chilled during a cold snap.

Oil-Burning Stoves

LIKE range burners, oil-burning stoves are offered under hundreds of trade names and vary widely as to quality and efficiency. Therefore, be sure to demand a trial of the heater in your home—even when your equipment comes, as it should, from a thoroughly reputable manufacturer.

There are at least three good reasons for insisting on such a trial. First, make sure that the stove will provide sufficient heat in the coldest weather (you can form some idea of this, and of how much fuel it will burn, even during mildly cold weather). Second, you should be certain that the equipment will operate satisfactorily with the available draft in your chimney. Third, you need to judge how well the stove meets your requirements.

If you do not need much heat, you want a stove which will not smoke or give soot under a light load. If, on the other hand, the stove must carry a heavy load, you will need one which will not cause a red-hot smokepipe when operating full blast. The only way to guard against this danger is to have the dealer test the smokepipe temperature. If it exceeds approximately 500° F., the heater is too small to absorb efficiently the heat supplied, and you will need the next larger size. Avoid an excessively large burner, however—it may produce soot if it is kept burning at low heat.

Because satisfactory operation of any heater depends to a large extent upon special conditions, it is best to buy the burner with the provision that it can be returned and money refunded if it is not satisfactory either as to its operation or heating ability.

Among the various burners used in these stoves the *Breese* is considered one of the best for efficiency and durability. Several oilstove manufacturers use it and preference should be given their stoves unless other factors outweigh the advantages of the burner. *ABC* and *Kleen-Heat* burners, which are used in a good many parlor heaters, are also likely to give especially good results.

Only kerosene or light fuel oil (No. 1) should be burned in small oil-burning equipment. If, as frequently happens, kerosene and No. 1 fuel oil are taken from the same tank, order fuel oil No. 1, as it usually sells for two or three cents cheaper.

As a final warning let us repeat that most of the difficulty which people have with any type of oil-burning equipment is usually due to improper installation and adjustment. The most common troubles arise from poor drafts, from leaks in stove or furnace, and from abuse and lack of attention.

The following ratings are based on the experience of CU's consultants and do not represent, therefore, actual comparative tests.

Range or Parlor Stove Burners

The following are considered to be among the best designed and most efficient of the many brands now on the market (all, however, are relatively high priced):

ABC (Automatic Burner Corp., Chicago).

Kleen-Heet (Kleen-Heet, Inc., Chicago; subsidiary of Automatic Burner Corp.). Design identical with ABC.

Florence (Florence Stove Co., Gardner, Mass.).

G.&B. (Gilbert & Barker Mfg. Co., Springfield, Mass.).

The following burners are considered "Acceptable" when properly installed. They are usually moderately priced; but prices vary and it is advisable to ask for quotations from several dealers.

Lynn (Lynn Products Co., Lynn, Mass.). Above average in general construction and efficiency of operation.

Ameroil (Ameroil Burner Mfg. Co., Hartford, Conn.).

Oleo-Bunsen (Oleo-Bunsen Co., Cambridge, Mass.).

Evur-Ready (Petroleum Engineering Corp., Springfield, Mass.).

Silent Glow (Silent Glow Oil Burner Corp., Hartford, Conn.).

Caloroil (Caloroil Burner Corp., Hartford, Conn.).

Not Acceptable

United Factories, Kansas City, Mo. Models carry no brand names. Poor combustion; bad tendency to give off odor and soot. Considered not safe.

Red Devil. Considered one of the poorest burners on the market. Unsafe.

Therm-O-Gas (Home Mfg. Co., Chicago). Incapable of giving good results because of poor design.

Tower (Tower Mfg. Co., Boston). Badly designed; poor combustion.

Leader (Victor Oil Burner Mfg. Co., Hartford, Conn.). Badly designed; poor combustion.

King and Easy (King Oil Burner Co., Hartford, Conn.). Cheaply constructed; poor design.

Oil-Burning Stoves

The following are considered to be exceptionally well constructed and efficient in operation:

ABC (Automatic Burner Corp.). Several stove manufacturers use the ABC burner, considered of excellent design and efficient in operation.

Kleen-Heet (Kleen-Heet, Inc.). Same as ABC.

Florence (Florence Stove Co.).

Lochinvar (Lochinvar Corp., Detroit).

Quaker Burnoil (Quaker Mfg. Co., Chicago). Available in unadorned models at reasonable prices. Good

buys for those who are satisfied with undecorated exterior.

Montgomery Ward (Montgomery Ward & Co., Chicago). Several models are equipped with Breeze burners and represent good buys.

The following are considered of average quality and should give satisfaction if properly installed:

Lynn (Lynn Products Co.)

Caloroil (Caloroil Burner Corp.).

Silent Glow (Silent Glow Oil Burner Corp.).

Perfection (Perfection Stove Co., Cleveland, Ohio). Well constructed but high priced.

Emancipator (Motor Wheel Corp., Lansing, Mich.). Well constructed but high priced.

Estate Heatrola (Estate Stove Co., Hamilton, Ohio).

Beauty-Heater (Odin Stove Mfg. Co., Erie, Pa.).

Renown (Renown Stove Co., Owosso, Mich.).

Sears-Roebuck (Sears, Roebuck & Co., Chicago). Several models are offered which, in view of their low price, represent good buys. When purchased from a local retail store, a particular model may be tried out for a seven-day period, at the end of which time it may be returned and another model tried.

Not Acceptable

Tower (Tower Mfg. Co.). Cheaply constructed; poor combustion; short lived.

Quote Without Comment

"ONE of the Great Mysteries of industrial life is the explanation of why some concerns get into a jam with the government by selling goods that do not conform to Federal definitions of standards and identity. (You see we have just been reading some F.T.C. Cease and Desist Orders.) We have tried repeatedly to get such concerns to tell us whether they didn't know there was such a standard, or whether they knew but decided to take a chance.

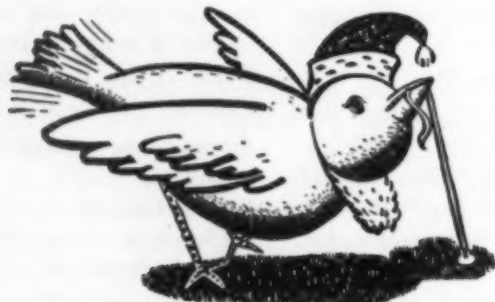
"Although all our pious inquiries after knowledge have been rebuffed (Holy Writ to the contrary, notwith-

standing) we opine that most of such cases arise from instances where management doesn't know its stuff and depends on so-called cooks for technical guidance.

"Some managers are queer birds. They will squeak like a stuck hog over paying a consulting chemist \$100 for advice which will keep them out of trouble, but will pay \$500 to a lawyer without a murmur after they are in trouble. There are much cheaper ways of getting an education on food standards than by trips to Washington with lawyers."

—Food Industries

Flash! Early Bird Catches Worm, Etc.



Honestly, we can't think of a more practical gift, or one that will do more real good all the year around, than a year's membership in Consumers Union. CU approves of useful gifts; it unabashedly offers itself as a candidate in good standing for first prize as "America's Most Useful Christmas Gift."

Last year and the year before we were swamped with last-minute Christmas orders. This year we beg your co-operation in spreading the rush out a little. For your own advantage, as well as for ours, **PLEASE DO IT NOW!**

Everyone receiving a Christmas Gift Membership in CU this year will get a copy of the 1938 **Buying Guide** along with his first issue of the **Reports**. And he will also get the 1939 **Buying Guide** when it comes out early next year. A gift card, naming you as the giver, will be mailed to each person you designate.

A good many of you will sooner or later give CU to a lot of your friends

anyway. Why not do it now and get it off your chest?

Three or more gift memberships sent at one time entitle you to the **special reduced rate** shown below. For 60c more each you can send your friends a CU binder.

Take advantage of CU's Test Sample Contest to win a prize while giving CU for Christmas. Read the paragraph entitled "Three Gifts Bring You a Prize" on page 20 for the details. Then check the prize you want on the blank below. It will be sent to you immediately on receipt of your order.

CONSUMERS UNION of U. S., INC. 55 Vandam Street, New York City

For the enclosed \$.....*, please enter Gift Memberships for the following. Unless otherwise instructed, begin each with the December, 1938 issue. I understand that the 1938 **Buying Guide** will be delivered at the same time, and that the 1939 **Buying Guide** will be sent when it is issued.

* ENCLOSE \$3 FOR EACH GIFT MEMBERSHIP. IF 3 OR MORE ARE ENTERED TOGETHER, ENCLOSE ONLY \$2.50 FOR EACH ONE. ADD 40c FOR EACH BINDER ORDERED. BINDER, TOO?

1	Name	<input type="checkbox"/>
	Address	
2	Name	<input type="checkbox"/>
	Address	
3	Name	<input type="checkbox"/>
	Address	

☐ Please enter the above three Christmas Gift Memberships to my Contest score. Send me as my Premium Prize (check one): ☐ CU Binder ☐ "Our Common Allment" ☐ "Millions on Wheels" ☐ "False Security"

YOUR NAME.....
YOUR ADDRESS.....

Drugs and the Public Health

(Some excerpts from a speech delivered before the National Health Conference in Washington by Robert P. Fischelis, Secretary and Chief Chemist of the New Jersey State Board of Pharmacy)

THE public's expenditure for drugs and medicines in 1929 was estimated at \$715,000,000. It probably dropped considerably during the depression, but it is climbing again. It has been amply demonstrated that the business in drugs and medicines, although affected to some degree by the incidence of illness, actually rises and falls with general business conditions. The implications in this statement seem worthy of consideration.

A study of the materials and services supplied for the money expended carries us from the extremes of highly scientific procedures and the filling of urgent needs to the worst type of quackery and absolute waste. The control of this indispensable adjunct of medical practice leaves much to be desired as far as the public interest is concerned.

Probably no division of the field of medical care presents so great a series of contrasts and contradictions. We have scattered throughout the United States upwards of 50,000 pharmacies or retail drugstores required by law to have a licensed pharmacist in charge at all times, yet less than 50% of the time of the 115,000 licensed pharmacists in these places is occupied in supplying professional services except in the unusual establishments.

Although the manufacture and standardization of drugs is a highly specialized function requiring the services of well-trained pharmacists, chemists, bacteriologists, pharmacologists and others, anybody may today legally engage in the manufacture of drugs.

Although drugs with specific therapeutic value or rational bases for use in the treatment of disease are few in number—less than 1,000 having received official approval in the U. S. Pharmacopoeia, the National Formulary and New and Non-Official Remedies—upward of 50,000 pro-

CONSUMERS UNION Reports

proprietary "ready-made" medicines are listed in the drug trade price lists and include preparations sold directly to the public without medical advice as well as so-called "ethical proprietaries" prescribed by doctors.

THE medical profession, which has a direct influence upon the drugs selected for the Pharmacopoeia and exclusive control over the selection of those for New and Non-Official Remedies, is no more able to prevent its members from wandering into the field of "unapproved" proprietary preparations, in their prescribing, than the pharmaceutical profession is able to prevent its members from supplying all kinds of advertised medicines to the public through the drugstore. Both professions are under tremendous pressure from salesmen and detail men representing drug manufacturers.

In the case of the physician, the time factor is stressed. It is so convenient for the doctor to write an easily remembered trade name while it is more or less burdensome to devise an extemporaneous formula or prescription to fit a specific case. Yet the slight difference in time and effort between these two procedures at the bedside or in the hospital often spells the difference between professional control over the drugs dispensed and eventual elimination of such control.

Today the highly trained medical personnel of our nation is in competition with a well-organized proprietary medicine industry which practices medicine via the radio, the advertising columns of our newspapers and magazines and the roadside billboards. More than one-half of the total expenditure for drugs by the public goes for so-called patent or proprietary medicines. . . .

Reports to Come

AMONG reports scheduled for early issues are the following:

GLOVES
ELECTRIC SHAVERS
FOUNTAIN PENS
BLANKETS (PART-WOOL)
1939 AUTOMOBILES
JAMS, PRESERVES AND
MARMALADES
HAIR DYES

Mr. Babson's Book

*A business prophet urges consumer organization,
opposes price fixing, favors government protection*

CU is hard to surprise. The goings-on of business, particularly, are apt to leave us critical but calm. We might even have said—a short while back—that it was somewhat easier for a five-dollar face powder to pass through a needle's eye than for a prophet from the world of business to astonish this organization.

And then came Roger W. Babson, business prophet extraordinary, with his brand new book ("Consumer Protection, How It Can Be Secured," by Roger W. Babson and C. N. Stone, Harper & Brothers, New York, \$2.50).

Roger Babson is all on our side. We can't explain it and we certainly can't give you the remotest idea of how his business clients will like it. But here's the gist of it, quoted right from page 200:

"It is not surprising that the consumer today gets so little for his dollar. The wonder is that he gets as much as he does. Think it over for a few minutes. Many large interests are arrayed against you. The manufacturers are able to employ the ablest men—from chemists to psychologists—to fool you. The merchants can employ the ablest literary and artistic brains to prepare advertisements to mislead you. The publishers of newspapers and magazines, whose income depends upon these advertisements, are almost forced to shade their news columns to aid the seller of the goods rather than the buyer. This applies even to your small investments in case you have a dollar left over after all the various vultures have had a turn at you. Railroads, lawyers, doctors and candlestick makers all seem combined to milk you."

And what to do? Babson suggests that people join consumer testing services, form consumer clubs, and affiliate with consumer cooperatives. He is opposed to price fixing, in favor of government protection to consumers and all for an extension of consumer education. He estimates that by intelligent buymanship living costs for any family can be cut about 30%.

There's one section in which, we confess, Mr. Babson is considerably less surprising and more confusing. It is his idea that cities are inevitably the cancer spots within nations; and CU, with one eye on intelligent city planning, must demur.

Another central point of Mr. Babson's seems to be that town is arrayed against country, and country against town. He suggests that consumers should retreat to the countryside to avoid being victimized in the military struggle to which he feels this state of affairs is leading. All of which has considerable originality. But it's tame beside such really courageous and sensible words as these:

"The present profit system may be facing a death sentence unless something is done for the consumer. The men and women of America will not forever tolerate such economic practices as destroying livestock, plowing under cotton, dumping milk in the gutter, burning grain, and systematically *operating the industrial plant below its full capacity. . . .*

"Labor division, machinery, power and other technical progress have demolished the old economy of scarcity. Consumers are demanding in its place the creation of an economy of abundance. . . . All that an economy of abundance implies is the operation of the economic plant at normal capacity and the continuous expansion of that plant with continuous invention and discovery. Consumers do not ask for Utopia. All they require is the elimination of sabotage *in all its forms.*"

Mr. Babson's book is strangely compounded of sense and nonsense. But these paragraphs, italics and all, are very brave words for a business forecaster, especially in a period of factory shutdowns.

We won't even lift so much as one eyebrow if the National Association of Manufacturers and Mrs. Dilling report, in the near future, that there's a great big red flag flying over the Babson Statistical Organization of Wellesley Hills.

★ The Staff Reports ★

ON October 24, 1938 there went into effect in this country one of the most important pieces of labor legislation ever enacted by any American government. That was the Federal Fair Labor Standards Act which established a minimum wage of \$11 for a 44-hour week for workers—although, unfortunately, there are many exceptions—engaged in interstate commerce.

It may be stated categorically that this law cannot legitimately have the effect of causing any widespread increase in prices. But it may be accepted that, in a few instances, prices to the consumer may be moved slightly upward as a result of the law. And there are two ways of stating the exact meaning of this: 1) the worker, who gains importantly from the new law, stands to lose infinitesimally as a consumer; 2) the consumer, who loses infinitesimally gains much as a worker. For worker and consumer are two sides of the same personality, which is the citizen.

Even if the law made necessary an appreciable rise in the general price level of consumer goods—which it does not—the American citizen should be for it wholeheartedly. Not even the most rabid bargain hunter wants to buy at prices that are made possible only by sweatshop labor. And the new law will affect only such prices.

According to Administrator Elmer F. Andrews, the law will immediately raise the pay of 750,000 workers and shorten the working hours of 1,500,000. By October 24, 1944, it will have established a 40¢ hourly minimum wage for a 40-hour work week with pay-and-a-half for overtime.

Under the child-labor provisions of the Act, children under 16 cannot be employed except in certain industries (neither manufacturing nor mining) under conditions in which the work will not interfere with schooling and health. The Act also prohibits the employment of any person under 18 in occupations declared hazardous or detrimental to health by the Children's Bureau.

With respect to enforcement, the law provides penalties for any violation; and an aggrieved employee may sue his employer for twice the amount of the difference between the statutory wage and his actual pay.

Finally, machinery is provided for the adjustment of wages in industries which do not violate the legal minimum wage provision, but which at the same time pay less than the highest feasible wages. In these industries the Administrator of the Act is required to appoint, as soon as possible, a committee consisting of an equal number of representatives of employers, employees and consumers, which will meet to establish minimum wages.

The reasons for the passage of the Fair Labor Standards Act have been well described by Mr. Andrews.

“... a major factor in bringing the problem of the basic wage and hour standards to the boiling point was, of course, the stubborn continuance of unemployment throughout the nation. Millions of unemployed have been competing for the few available jobs. This situation gave cut-throat employers an opportunity to operate on the basis of sweatshop wages and working conditions. Fair employers were forced to compete and to cut their own wages or increase hours of labor. This forced government

intervention for the protection of wage earners, fair employers and the purchasing power of the masses. . . .”

It is a sad fact that the establishment of an \$11 minimum wage is to be viewed as a hopeful event in our history. Like most Americans we do not believe that \$11 a week is a fair living wage.

But more important than any provision in the Act is the victory of principle which it represents. The Federal Fair Labor Standards Act means that for the first time the United States Government has imposed real legislative restrictions on the “right” of employers to impose wages and hours which exploit human misery.

We cannot, however, ignore the grave shortcomings of this new law. The exemptions, for example, include an impressive number of persons. And in the case of children the law does not, of course, cover those employed in intra-state commerce—nearly three-fourths of the minors employed in the U. S.

Nor has the problem of the law's enforcement been solved. For, considering the tremendous number and wide variety of industries which fall under its jurisdiction, the appropriation of \$400,000 is manifestly absurd.

Finally, much as we applaud the machinery for the establishment of higher-than-minimum wages, we must point out that these still depend, just as they did before, on the strength of trade union and consumer groups.

And still, we predict, there will be cries—ranging from the hysterical to the plaintive—from employers denied their sacred right to pay men and women less than \$11 a week. From certain sections of the press there will be lofty criticism of misguided sentimentality behind the Bill. There will be disproportionate emphasis on the relatively insignificant layoffs and the few shutdowns which the Act may occasion. And there will be a great deal of talk about attempts to interfere with the iron law of economics.

But we are cheerfully certain that these newspapers, and those for whom they speak, will represent the opinion of the nation just about as well as they represented it in the lively days which preceded our last national election.

Consumers Union of United States, Inc.

D. H. PALMER
*Technical
Supervisor*

ARTHUR KALLET
Director

D. W. MASTERS
*Publication
Director*

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